

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS

GEO. P. ROWELL & Co., Publishers, 10 SPRING ST., NEW YORK.

VOL. XXVI. NEW YORK, FEBRUARY 22, 1899. No. 8.



THE FIRST.

Daily Newspaper in
America to be sold at
One Cent per Copy was

The
Philadelphia
.... Record

*Betty Ross House
Birthplace of the first
American Ink.*

and the same HIGH STANDARD OF EXCELLENCE constantly maintained for twenty-one years has gained for it a host of constant readers unsurpassed by any other Pennsylvania newspaper.

Thoroughly covering a field inhabited by over 5,000,000 of people, advertisers recognize in "The Record" a medium whose excellence is attested by the **CONSTANT PRESENCE OF EVERY ADVERTISER OF IMPORTANCE** in its columns and here's the reason:

The actual average circulation for 1898:
was 194,761 copies daily, rate, 25 cents per line, and 150,642 copies Sunday, rate, 20 cents per line.

Books Open To All

The Record Publishing Co., Philadelphia, Penna.

**Regarding our
Improved
Distance Reading**

Wood Advertising Thermometers

The Wood Thermometer has been used as an advertising medium for a number of years and is to-day a staple article. The force of the Wood Advertising Thermometer lies in being able to read weather temperatures at a greater distance than is possible with small thermometers. Any change which tends to make the thermometer easier to read at a distance must be a marked improvement.

By omitting the words usually printed upon one side of the thermometer scale—"Zero," "Freezing," "Temperate," etc., and alternating the figures of the scale on either side of the tube makes it possible to use figures more than twice as large.

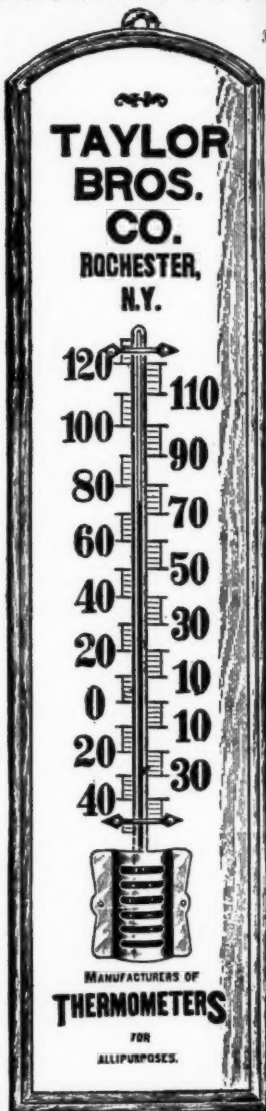
Leaving off the degree lines on each side of the tube for every alternate 10 degrees, locates at a glance the height of the column as to whether it is above or below the 10 degree line nearest to it.

These two factors, taken together, make it possible to read the temperature at a distance five times greater than with the ordinary wood advertising thermometer.

For prices and terms write to

**TAYLOR
BROTHERS
COMPANY,
Rochester, - N. Y.**

AGENTS WANTED.



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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXVI.

NEW YORK, FEBRUARY 22, 1899.

NO. 8.

ACQUIRING CELEBRITIES' TESTIMONIALS.

By T. B. Russell.

Considerable advertising, some of it very good advertising, too, depends for its effectiveness on the use of names other than the advertiser's. People not unnaturally will believe what other persons say about goods more readily than what the man says who has the goods to sell; and they will believe more readily in proportion to the familiarity of the name which backs up the statement. From this arises the value of what may be called "celebrity" advertising.

The soap and toilet article men were the first to get on to this scheme, and the theatrical crowd their first prizes. The circular that comes with a bottle of Sozodont indicates by the names it contains a pretty early date in the history of this sort of thing. Theatrical folk have always been easy to work. There is a general feeling among them that it is no bad scheme to get one's name in the newspaper anyway; it is an ad for the testimonializer as well as the testimonialized. When Pears' Soap captured Mrs. Langtry, Patti and other celebrities, Pears' Soap scored, but the celebrities scored too. Paderewski advertises Erard, no doubt; but Erard advertises Paderewski as well.

Among the most successful of testimonial getters is C. W. Randell, of San Francisco, who makes a splash now and then for his Camelline (a complexion wash) with the very best theatrical names, including Ellen Terry. Gerandel, of Paris, the cough drop man, had also a splendid layout; but no one ever equaled the Mariani Wine people, who have had celebrities of every class, including royalty, and stranger still, the Pope—probably the first appearance of the Vatican in medical advertising.

The best written testimonial ever given, probably, was Mrs. Weldon's, the celebrated (and justly celebrated)

singer, the friend first, and then the bitter enemy of Gounod (and several other people), and untiring champion of lost causes from the Tichborne claimant down to Dreyfus. She wrote:

I am fifty to-day; but thanks to Pears' Soap my complexion is only fifteen.

GEORGINA WELDON.

And it is true—at least the complexion is. I never saw one more beautiful.

There is a prevailing opinion that these certificates are very difficult to obtain. Many persons not acquainted with the principles of advertising imagine that they are bought. The following points are not given with any pretence to embody the procedure adopted to obtain any of the testimonials named above, of which I know nothing. But the method given has to my knowledge been the means of obtaining some others.

In certain cases, where the advertiser has opportunities of dealing directly with people of prominence, a testimonial will come along now and then of itself. By judiciously following up a chance opportunity; by seeking occasions to be obliging and liberal; by the exhibition of particular geniality and courtesy something can be done. The testimonial that arrives spontaneously from a notable person is always the most desirable. Other celebrity advertisers have scored by catching their celebrities young. Sir Morell Mackenzie gave a testimonial in his early practice that he would have gladly bought back later, but couldn't. A druggist in London shows in his window a faded and time-worn letter of Mary Anderson's commending his perfumes. It bears an early date in her career; but I never heard that Mary regretted giving it.

The method I set out to explain is simple enough and doesn't cost much either. It is based on the principle of putting the party to be dealt with under a little sense of obligation.

You put together a liberal, but not a vulgarly lavish, offering of your wares, and tie it up with lovely silk

ribbons. You procure for it a nice case—Russia leather or something, lined with exquisite satin or silk-plush (it's wonderful how little these things cost; especially by the dozen). Then you engrave a heavy coin-silver plate and fix it on the outside; engrave it with a complimentary inscription, including the name of the recipient and an intimation that it is a tribute of appreciation for his or her beauty, genius, or whatever his or her speciality happens to be (lay this on thick). Your own name mustn't appear. That comes on a card, delicately placed inside; and take care that your address is on the card, too; it will be wanted. Let the thing have a lock, so the servants can't hock it, and send the key separately, by post, in a sealed envelope. About ten times out of a dozen this will fetch a complimentary acknowledgement inside of a week. It costs about ten dollars to try, or say, allowing twenty per cent for the unsuccessful shots, twelve dollars a testimonial. If not acknowledged in a week, a civil inquiry as to the safe arrival of this little thing will usually elicit a reply; but the latter, if you have to write for it, almost always either comes from a secretary, so as to be useless, or is marked private, so that you can't use it.

Do not surrender in that event. A discreet call from a man who is any sort of a diplomat will very nearly always complete the trick. If it is a woman you are after, your emissary will be none the worse for good looks as well as cleverness; but tact is chiefly necessary. This scheme, thoughtfully worked out, will rarely fail more than twice in a dozen times.

Finally, as a hint, don't be afraid to aim high. The higher the personage stands, the more his letter is worth, and he is by no means certain to be difficult in proportion to rank. The President of the United States or the Prince of Wales probably couldn't be got at, though I wouldn't mind trying. On general grounds the Pope would be thought a bit harder than either; but you see Mariani's people "wangled" him. I don't think any one ever captured the Queen.

Of course many things can not be treated like this. I have only given you the analogy. I don't suppose Erard sent Paderewski a grand piano wrapped up in Russia leather with silk ribbons, but I guess he earned that


testimonial somehow. By the way, what a mark Paderewski presents to the ambitious hair wash men! Why doesn't some one try him-at that?

THEATER ADDRESSES.

The complaint that the theaters are still slow to print the streets on which they are situated is heard now when the city is full of strangers. The locations of the playhouses are so well known to New Yorkers that they are unable to realize that they should not be equally familiar to everybody who comes to town. The experience of a New Yorker who went to a theater in Brooklyn last week impressed on him the difficulties of the strangers in New York who are able to learn from many theater advertisements no more than the name and the play. All of the Frohman theaters are located in the advertisements, and the stranger need have no trouble in locating them. But there are many equally important whose whereabouts are a mystery as far as the notices of them reveal.—*N. Y. Sun.*

THE SCOTCH AS MATERIAL.

I asked many Scotch and English advertisers and advertising agents how the Scotch responded to advertisements. The consensus of their opinion is this: The cities are well worth covering, but not the agricultural districts, unless with something very special. Also the nation is painfully slow to respond; therefore immediate returns can not be expected. And the advertiser must fit his methods to the people—a phlegmatic people, in a business sense. One of the advertisers said, "Doctor Johnson stated that it requires a surgical operation to get a joke into a Scotchman's head. I don't know about that, but my experience has been that it requires a surgical operation to get an advertisement to work in their heads."—*Advt in Advertising, New York.*



You CAN MEASURE THE SIZE OF THE BOTTLE

But you
Cannot measure the good
Resulting from using
its contents,

Unless you follow the
advice of the

Right Hon. George Thorn, M.P.

Ex-Premier, Parliament House,
Brisbane, Queensland, 26/11/97.

He says:—

“It gives me great pleasure in renewing my testimonial respecting the efficacy of Warner's Safe Cure. Since I gave you the last testimonial I have recommended the medicine to many friends, and they one and all say they have derived great benefit from it, especially those suffering from kidney and liver troubles.”

A WONDERFULLY SUCCESSFUL DAILY.

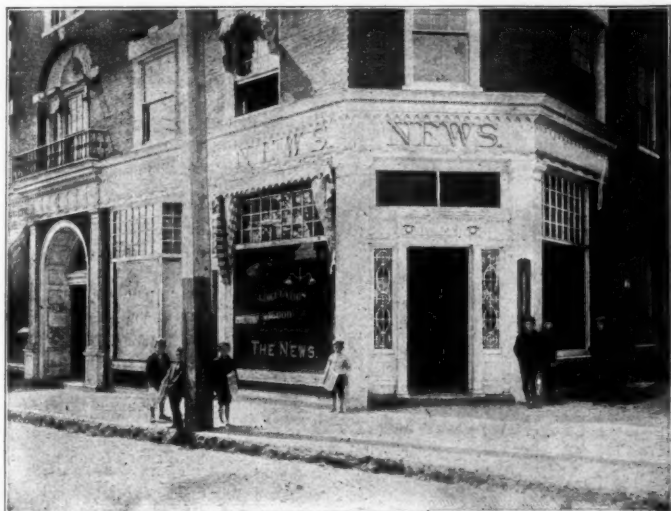
One of the most conspicuous examples of business and financial success



ROBIN DAMON.

as applied to the newspaper business that may be found in New England or any other section of the country, is that of the *Evening News* of Salem, owned and published by Robin Damon. He has managed the business in much the same way as a man would go at it to make a successful investment in a banking or dry goods establishment, and has made the enterprise win for much the same reasons that other men make a mercantile business succeed. He has applied business acumen and shrewdness to

The history of the *News* is simply the history of an enterprise that has met deserved success by the application of principles of known value. The *News* has grown into its present proportion because it has always given the public large value for its money, larger value than has any competitor. The factor in this success has been its proprietor and publisher, who is recognized as one of the best financial managers in his city. The *News* was started by the News Publishing Company, Robin Damon, treasurer and manager, on October 16, 1880, being about one-twelfth of the present size. The modest venture was cordially received by the public. A popular chord had been struck. There were many early struggles and hardships, but persistency won in this instance, as it always will. The *News* rose in favor, was enlarged from time to time, and in a comparatively brief period was received into every home and workshop and office. Mr. Damon became sole proprietor in August, 1881. The first issues of the paper were



OFFICE OF SALEM "EVENING NEWS."

his newspaper, and as a consequence has furnished the people of a large section of country in the vicinity of his city with a grade of newspaper commodity the high quality of which practically precludes competition.

printed on a small Kidder job press. Later, as larger press facilities were needed, a Hoe cylinder succeeded, and this in turn was followed by a Whitlock drum. The latter machine sufficed for but one year, owing to the

steadily increasing circulation, and a larger press was substituted. Thus improved facilities were put in as they were needed, and faster and larger presses were adopted until the present machine, a Hoe double supplement, with a capacity of about 48,000 complete papers an hour, was installed a few months ago. This is none too large for its present circulation of about 17,000 a day.

The magnificent circulation of the *News* is attributed to two things: its business policy, as mentioned, of giving people more for their money than any competitor; and its editorial policy, "the truthful and plain-spoken advocacy of the interests of the citizens of Salem, and to furnish a reliable record of all the fresh news in the vicinity." Any newspaper which adheres steadfastly to these two principles, as has the *News*, can not fail of success if it is given a fair newspaper field naturally.

During its seventeen years of existence the *News* has kept faith with the public, and its efforts have been appreciated. The little daily of October 16, 1880, has become the largest and best one-cent paper published in New England outside of Boston. During the career of the *News* there have been a dozen attempts to establish other dailies in Salem, but the opposition has been repeatedly discomfited.

The editorial and business office force of the paper is one of the ablest in New England. A portion of the credit for the success of the *News* is due Mr. Damon's brilliant coadjutors. Mr. Damon himself is a man of only about 36 years. He commenced the newspaper business as a boy of 14 years, publishing a monthly local paper at Middletown. At 15 years of age he opened a job printing office in Salem, conducting the same until the *News* was a few months old. Thus Mr. Damon became manager of a daily paper at barely 18, sole proprietor at not quite 19, owner of one of the largest and most prosperous dailies in New England before he was 30. It is doubtful if New England, or indeed any section of the country, can show a more conspicuous example of newspaper success. Mr. Damon has been a director of the Salem Co-operative Bank since its establishment, a director of the Board of Trade and Salem Building Association, but has never aspired to public office. We

wish the publisher of the *News* a long and prosperous career. — *The New England Editor*, January 1, 1899.

A "SHELL CORDOVAN" LESSON.

Too frequently the merchant assumes that because he has long known a thing everybody else must know it. This leads him to use in his ads technical terms, which people do not understand. A shoe ad talks about "dark" soles, and many a man supposes it means wooden soles; or it talks about "Coin" toes and gives the layman no idea at all. A great deal has been seen in shoe advertising about "shell cordovan," but we never had an idea of what it was until we read the explanation of it in one of the ads of a merchant of Philadelphia:

"Shell cordovan is a spot of leather from the buttock of horses. The tanner can tell with his eyes shut just where this extends—horse hide is rough and spongy except this piece, which is firmer than French calfskin and takes a polish almost like patent leather. From a horsehide there is barely enough 'shell cordovan' to make a pair of shoes."

We call that an exceptionally strong advertising paragraph. It not only gives information, but it carries conviction that the shell cordovan shoe which the advertiser puts on sale at \$3 must be a bargain. If there is only one pair in a whole horsehide, it is to be believed, as the ad says, that a "swell Boston dealer leads off a strong shoe chat with cordovan shoes at \$7." — *Brains*.

SWAPS—

All Sorts, Big and Little.

FOR EXCHANGE—GRAMAPHONE AND 27 pieces of music for sale or trade at less than 1/2 price; it's better than a phonograph for home or hall amusements; what have you? Address H, box 24, TIMES OFFICE. 8

FOR EXCHANGE—A CARPENTER CHEST and tools, harness-maker's tools and bench, garden tools; sundry tools; fine tools; laying hen cheap for cash or will swap; what have you? J, box 93, TIMES OFFICE. 8

FOR EXCHANGE—BEAUTIFUL QUARTER-oak bedstead, hair box mattress and fine cookstove, with water back; want rugs, chinaware or what have you? Address K, box 88, TIMES OFFICE. 8

FOR EXCHANGE—\$2000, DRUGGISTS' specialties; also 7 counties rough on blacksmiths, for something else. COLLATERAL BANK, 313 S. Main. 8

FOR EXCHANGE—JERSEY COW, RICH milkier, 6 years old; gives 5 to 6 quarts daily; to trade for 5 or 6 dozen good hens. W. J. KELLER, 916 Elwood st., near ninth and Alameda. 8

FOR EXCHANGE—WANTED TO TRADE good canopy-top Concord business buggy worth \$40 for an Al horse suitable for light delivery wagon; no plug. 1659 TEMPLE ST. 8

FOR EXCHANGE—AT WOODHAM'S, THE furniture man, 2438 S. Main st., wants to exchange improved city property for furniture; must be free from incumbrance. 8

FOR EXCHANGE—FINE DRIVING HORSE, trap and harness, for a large diamond or sealakin jacket, or city lot. Room 202, WILSON BLOCK, Spring and First. 8

FOR EXCHANGE—FAMILY HORSE, CITY broke; also extension-top family carriage; want cement work or what have you? Address G12 LEBANON ST. 8

FOR EXCHANGE—WANT TO TRADE 1200-lb. 7-year-old mare and lot or lot for moveable house or good lumber. Address H, box 99, TIMES OFFICE. 8

A "SWAP COLUMN" IS AN INTERESTING FEATURE OF THE LOS ANGELES (CAL.) "TIMES."

A GOOD ADVERTISING MEDIUM

NEW YORK, January 21, 1899.

W. R. HEARST, Esq.,

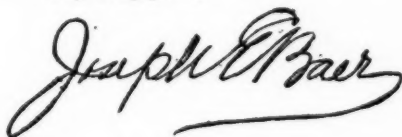
Publisher New York Journal, City.

Dear Sir:—In March, '97, I assumed charge of the advertising department of Ehrich Bros. I remained in their employ until April, '98. During that time I had occasion to test the New York Journal as a mail order medium. The results were excellent. I recollect particularly a full page announcement made Sunday, December 5, '97, in which I appealed direct for mail order business. The response was astonishing—overwhelming. I left Ehrich Bros. in April, '98, to assume a similar position with Joseph H. Bauland Co., Brooklyn. The Journal at that time was carrying little, if any, Brooklyn business. This was on account of it having raised its Brooklyn rates 100 per cent some months previous.

I knew advertising in the Journal was a paying investment. But would it pay in Brooklyn? There was the rub. There was only one way to learn,—try it. I did so. Since that first announcement Joseph H. Bauland Co. have not missed advertising in a single issue of the Sunday Journal.

The net receipts received from mail orders alone have been in excess of the total cost of the advertising; and now nearly every firm in Brooklyn is represented in the Journal. That's all.

Very Truly yours,



Mr. Baer has charge of the advertising of the new Brooklyn Department Store of John M. Conklin & Son, who will use the JOURNAL extensively, and only voices the estimation in which the advertisers of Greater New York hold the JOURNAL.



Contracts for more than 750,000 lines of space have been made with local advertisers in quantities of from 10,000 to 40,000 lines, not including the business of any of the well-known "big" advertisers of the city, since Jan. 1, 1899.

Contracts amounting to more than \$100,000 (four-fifths of which were made with foreign advertisers) were closed during the week ending February 11.

A COUNTRY ADVERTISER.

A correspondent of PRINTERS' INK sends the following "interview":

West Union, Ia., has a population of 2,000. One of its progressive firms is the dry goods establishment of Thomas & Magner, the latter a young man with a training gained in selling goods for Carson, Pirie, Scott & Co., of Chicago. The writer called upon Mr. Magner recently, and found him engaged in preparing a 6-column advertisement to appear in each of the three county seat papers.

"I have noticed, Mr. Magner," said the writer, "that you are departing somewhat from the usual lines in country advertising. Do you find that the regular use of page ads is helping your business?"

"Well, yes," said Mr. Magner, "Something is helping it, and I don't know what else to blame for it. We have been compelled to put on extra clerks this week, and still people have been kept waiting."

"What do you find to be the taking feature of your ads?"

"Prices," said Mr. Magner promptly. "Our advertising is all prices. We quote low figures on goods of known quality, and we set apart a certain hour of the day when we will sell a certain sort of goods at a cut price. We also have special sales, from a week to a month, at which we offer special inducements on special lines."

"Do you find that the trade resulting from this is largely confined to the special lines, or is it general?"

"General. We seldom sell a customer—especially a customer from a distance—only the goods used as a leader. It is my idea that when a farmer comes to town to buy dry goods he has a 'little list' that has been in process for weeks, perhaps months. If we can induce him to come to our store, we check off the entire list."

"Then it is your opinion that the making of leaders is as good a plan in the country as in the city?"

"Better. We don't have swarms of bargain-hunters to contend with. A man doesn't hitch up and drive ten or fifteen miles to buy only a few yards of prints. But he does buy the prints."

"Do you do any advertising apart from newspapers?"

"Some. We have had our ads printed as circulars and have mailed them to a list of good people. It has

its effect where the newspaper fails, for the reason, I suppose, that it is gratifying to some natures to be appealed to personally. They like to feel that they have been especially remembered, and they come in and tell us that they got our letter and we tell them we thought they wouldn't like to miss the good things we are offering, and all is lovely."

"Where did you learn to advertise, Mr. Magner?"

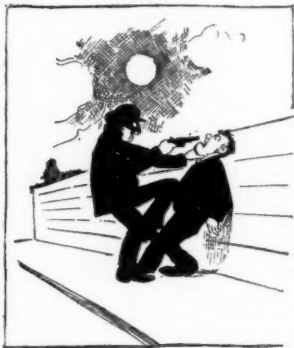
"Bless you! I don't know how to advertise. I am an interested reader of the advertising columns of the Chicago dailies. We have goods that the people want and we try to make it to their advantage to buy of us. To tell a plain story of the goods and the advantage is all I try to do."

"Then you consider the so-called advertising expert unnecessary?"

"Not at all; he is all right in his place. But the most expert expert can't sit in a New York office and talk about my goods to my trade as well as I can do it myself. If that be egotism make the most of it. I receive circulars every day from young men who tell me they can increase my trade by telling me how to advertise. Perhaps they can. But they can't tell the plain truth in any less time than I can do it myself, and they don't know our stock nor our people. They know everything else though. They must or they wouldn't dare say so so often."

An advertisement is never too short if it tells what you want to say.—*Agricultural Advertising, Chicago, Ill.*

ILLUSTRATED AD.



PARTY MUST RAISE MONEY AT ONCE; WELL SECURED.

THE

Atlanta Journal

Offers the best medium for reaching the best classes of people in Georgia and adjoining States.

The circulation of the DAILY JOURNAL averaged during 1898

30,056 Copies.

This proves that as a Newspaper it prints the news and meets the demands of the people.

No Daily published in the States of the South has ever attained its circulation or come within ten thousand of it.

It is the exponent of the best thought of the South, patriotic and conservative.

The average circulation of the Weekly is more than 21,000 and is constantly increasing.

THE JOURNAL, Atlanta, Ga.

HOKE SMITH, President.

H. H. CABANISS, Business Manager.

The S. C. Beckwith Special Agency,

Sole Agents Foreign Advertising,

TRIBUNE BUILDING,
NEW YORK.

THE ROOKERY,
CHICAGO.

PREScription DRUG ADVERTISING.

By David H. Tulmudge.

In the general movement toward more and better advertising there is nothing which impresses the interested observer more forcibly than the change that has come over retail druggists.

Fifteen years ago the druggist who used newspaper space for other purposes than the simple announcement of his calling was a rarity; to-day a glance at the advertising columns of upward of a hundred newspapers leads one to the conclusion that among the advertising retailers of small stuff the druggists are in the lead. Why is it?

This writer has had occasion to talk with a number of these gentlemen during the past few weeks, and he has been much enlightened, as well as entertained, by the exercise.

In one instance he broached the subject to a druggist who devotes his newspaper space entirely to prescriptions, and, strange to say, he found this man the most enthusiastic of all.

"Does it pay?"

He popped the question at the druggist point-blank, resolved to end the agony at once, for he was of the opinion, unconfessed, that were he a druggist he would not waste good money in advertising prescriptions. It was his idea that prescriptions came any way, like measles, or else stayed away regardless of invitation.

But there was a decisiveness in the druggist's reply that was somewhat damaging to prejudice.

"My prescription business has increased fifty per cent since I began this campaign," he said, "and inasmuch as there is more money twice over in that department of the business than in any other, I consider that it pays. Yes."

"Well, how do you do it?—lay stress on pure drugs and careful service and keep always saying it?"

"No, sir. I believe it poor policy to continually harp on those points. It gives the public one of two impressions—either that you have a guilty conscience or that you are casting imputations upon the methods of your competitors, neither of which are good impressions for the public to have."

"Then you quote low prices?"

"Decidedly not." There was a mildly horrified expression upon the druggist's face. "Our sales are so

small that we can not afford to tamper with our prices. Some druggists have tried the experiment to their sorrow. No; it is on another line entirely that my advertising is conducted. It is laid on the hypothesis that so long as people use medicines they will be interested in anything that may be told them regarding the various drugs of which the medicines are composed. People like to hear bits of news about their acquaintances—friends and enemies—and, not unnaturally, the same sort of thing about the medicines that they are taking for their ailments has a fascination for them. I write my ads with the pharmacopia at my right hand, the cyclopedia at my left, and I endeavor to tell something interesting about something in common use as a curative for something somebody may have. I close with the simple statement, always the same in effect, that we are a prescription drug store with a capacity for doing more business than we are at present favored with."

"Why should this sort of advertising help you? I confess I don't see."

"Well," said the druggist, "I suppose it is bound to help business a little if one's ads are read, whether they offer any inducements or not. That's the first point. Then a certain amount of confidence is inspired in our ability to handle drugs intelligently by the knowledge we must possess in order to write the ads. That's the natural conclusion of the public."

"According to your idea, then, the sole purpose of druggists' prescription advertising is to inspire confidence?"

"It is alpha and omega—the beginning and the end. I am aware that many persist in advertising prescriptions as they would advertise novelties, but it doesn't stand to reason that such advertising is good. My competitors advertise in that way. I trust they will continue to do so."

"Isn't it a bit remarkable that druggists should advertise at all?"

"I don't think so. The struggle for trade is as keen among druggists as among other classes, and it is only natural that they should adopt the means which as intelligent people they recognize as the best for the purpose of attracting business."

GOOD ADVICE.

Prepare your announcements ahead, so that you may have an opportunity to edit and improve them.—*The Advertising Man.*

The Evening Wisconsin.

DURING THE YEAR 1898

**Had Contracts for Advertising With the Following
National Advertisers:**

Ayer & Co.
Apollinaris Water
Anheuser-Busch Beer
Angostura Bitters
Baker's Cocoa
Benson's Plasters
Battle Ax Plug
Borden's Condensed Milk
Berlitz Schools
Buffalo Lithia Water
Booth's Hyomei
Brown's Troches
Bromo Quinine
Beecham's Pills
Columbia Bicycles
California Fig Syrup
Cuticura Remedies
Castoria
Chamberlain Med. Co.
Carter's Pills
Dr. Lyon's Tooth Powder
Dr. R. V. Pierce
D. M. Ferry & Co
Duffy's Malt Whisky
Dodd's Med. Co.
Dent's Toothache Gum
Dr. Bull's Cough Syrup
Ely's Cream Balm
Earl & Wilson
Erie Med. Co
Frank Leslie Pub. House
Harper & Bros.
Hood's Sarsaparilla
Humphrey Medicine Co.
Hostetter & Co.
Holland Am. Line
Hamburg Am. Line
Herculean Oil Co.
Horsford's Acid Phosphate
Hire's Root Beer

Hunyadi Janos
Ivory Soap
Jenness Miller
Kingsford's Starch
Ladies' Home Journal
Lydia Pinkham Co.
Lehigh Valley R.R.
Lea & Perrin's Sauce
Liebig Extract of Beef
McClure's Magazine
Munyon's Remedies
Mumm's Extra Dry
National Biscuit Co.
Old Crow Whisky
Pyle's Pearline
Pyramid Drug Co.
Postum Cereal
Paine's Celery Compound
Parker's Hair Balsam
Peruna
Piso Co.
Pall Mall Electric Asso.
Pond's Extract Co.
Pink Pills
Price Baking Powder Co.
Ripans Tabules
Royal Baking Powder Co.
Sapoio
Scribner's Magazine
Scott's Emulsion
Stuart's Tablets
Sanden Electric Belt
The Goodyear Co.
Trix Co.
Thomson & Taylor Spice Co.
Winslow's Soothing Syrup
Warner's Safe Remedies
W. L. Douglas
Woodbury's Derm. Inst.
Youth's Companion.

HORACE M. FORD,
ROOMS 1206-7,
112 Dearborn Street,
Western Representative. **CHICAGO.**

CHAS. H. EDDY,
10 Spruce Street,
NEW YORK.
Eastern Representative.

Some of the Prominent Advertisers Who Have Used the Chicago Newspaper Union Lists.

Baking Powder	Royal Baking Powder Co.
Bicycles	Pope Mfg. Co.
Cocoa	Walter Baker & Co., James Epps & Co.
Collars and Cuffs	Celluloid Co., Reversible Collar Co.
Dictionaries	G. & C. Merriam Co.
Fences, Wire and Steel	Hartman Mfg. Co.
Guns	John P. Lovell Arms Co., Winchester Arms Co.
Lands	Northern Pacific Railroad.
Periodicals	Youth's Companion.
Proprietary Articles	Allen's Foot Ease, J. C. Ayer & Co., Beecham & Co., Bradfield Regulator Co., John I. Brown & Son., California Fig Syrup Co., Centaur Co., Cheney Medicine Co., C. N. Crittenton, Perry Davis & Co., Ely Bros., G. G. Green, Dr. Harter Medicine Co., E. T. Hazeltine, C. I. Hood & Co., Hostetter Co., Donald Kennedy, Dr. J. H. McLean Medicine Co., John D. Park & Sons, Peruna Drug Co., Lydia E. Pinkham Medicine Co., Dr. R. V. Pierce, Thomas Popham, Prickley Ash Bitters Co., Radway & Co., Ripans Chemical Co., Scott & Browne, Sterling Remedy Co., Swift Specific Co., John L. Thompson's Sons & Co., Charles A. Vogeler Co., Dr. Williams Medicine Co., Mrs. Winslow, O. F. Woodward.
Sapolio	Enoch Morgan's Sons.
Scales	Jones of Binghamton.
Shoes	W. L. Douglas.
Soap	Dobbins Mfg. Co., Procter & Gamble.
Stove Polish	Morse Bros.
Threshing Machines	John I. Case Threshing Machine Co.
Tobacco	American Tobacco Co., Continental Tobacco Co.
Waterproof Coats	A. J. Tower.
Well Machinery	Loomis & Nyman.
Wind Mills	Aermotor Co.

FOR CATALOGUE OF THESE LISTS, ADDRESS

Chicago Newspaper Union,

***87 to 93 So. Jefferson St., Chicago, Ill.
10 Spruce St., New York.***

THE MEDICAL JOURNALS.

On February 1, 1899, by special permission and authority of the Supreme Court of the State of New York, the A. L. Hummel Advertising Agency, doing business at No. 100 William street, became the Medical Advertising Bureau, and the affairs of the bureau will, it is said, be administered, as heretofore, by Mr. L. M. Heilbrun, president, Mr. F. P. Morse, treasurer and manager, and will be under their entire supervision and control. The business intended to be done will be that of placing medical journal advertising exclusively. These gentlemen assume to have a clear and unobstructed view of medical journal advertising by virtue of an alleged experience of twelve years' duration, which has taught them the certain and uncertain values among the three hundred odd medical journals now published in this country.

Of the alleged three hundred odd medical journals referred to above, one hundred and eighteen are credited in the December, 1898, issue of the American Newspaper Directory with having circulations in excess of one thousand copies per issue. Of these one hundred and eighteen publications, only eleven avail themselves of the gratuitous privilege of having actual circulation figures printed in the Directory. The Directory editor prints his own estimate in the one hundred and seven other cases. The Directory estimates are given in the form that the circulation "exceeds" a certain given figure, and the addition of these estimates and the circulation figures given by the eleven publishers makes it appear that the one hundred and eighteen medical publications have an aggregate circulation of 454,602 copies per issue. It is probable that this total is not too high if we count as circulation all sample copies and those sent gratuitously to non-subscribers.

A discriminating observer of the medical press once remarked that eight out of ten of these journals are devoted to some personal interest, while the two remaining are devoted to isms. What he meant to convey was that the majority of such publications are house organs, using the term in no invidious sense, but simply implying that the reason for issuing them is not so much to enlighten the medical fraternity as to push the specialties

of some pharmaceutical house or satisfy the vanity of a physician who has ideas he wishes to ventilate. He also alleged that doctors rarely pay for the medical journals that come to them, the publishers depending for their revenue upon the advertisers and the advertising value to them of the matter printed as editorials or contributed and selected.

The advertisements that appear in medical journals are alleged to be thought strictly "ethical." This is said to mean that they refer only to articles needed by the profession and preparations of which the formula is given, and which are not sold to the general public save on a physician's prescription. Such houses as Wyeth of Philadelphia and Parke Davis of Detroit appeal to doctors for trade and are supposed to be about the only concerns which should be able to secure insertion of their announcements in the medical press. In spite of this, one often sees advertisements of preparations simultaneously advertised in the secular press, such, for instance, as Syrup of Figs. It is not long ago that Ripans Tabules made inquiry whether it could secure representation in the medical journals and learned that the announcements of this old-fashioned preparation of rhubarb, soda, etc., would be welcomed by the majority. It is a favorite method with many advertisers of medicines to first introduce an "ethical" preparation and advertise largely and exclusively in the medical press, securing as many testimonials from physicians as possible; this accomplished, they then drop the medical journals and appeal to the general public, making effective use of the testimonials with which their cooing with the doctors has supplied them. It has been asserted that the great vogue of Scott's Emulsion was originally obtained by the recommendation of doctors. Messrs. Scott & Bowne still utilize the medical press, although it is difficult to see how their preparation can be "ethical" when it is advertised directly to the public, and is recommended to be taken on one's own judgment without consultation with a physician.

The various schools of medicine are, of course, represented by journals issued in their interest. The majority of such publications cater to the allopathic or prevailing school of medicine, but the homeopathic and eclectic

schools also have their organs. The largest circulation accorded to any medical publication is 33,092, claimed by the *Medical Brief* of St. Louis. This is a one dollar a year monthly, containing in the neighborhood of 150 pages each issue. It was established in 1873, and is edited and owned by J. J. Lawrence, A.M., M.D. Its nearest competitor in circulation is *Modern Medical Science*, of New York, claiming a circulation of 20,000. Neither of these is as well known to outsiders, perhaps, as the *Medical Record*, of New York, to which the American Newspaper Directory accords an estimated issue of 4,000 a week. For the *Journal of the American Medical Association*, almost equally well known, the Directory estimates a circulation of 7,500. A consideration of the figures accorded by the Directory appears to indicate that very few of the medical journals have circulations as large as four thousand, and only one in three reaches an average issue of one thousand copies. Some devoted to specialties have comparatively large circulations. Thus the *American Journal of Dermatology*, a quarterly of St. Louis, and the *International Journal of Surgery*, a monthly of New York, are both accorded a rating exceeding 17,500 copies per issue, estimated by the American Newspaper Directory, but no one would claim that the paid subscription list bears any very considerable proportion to the circulation accorded.

Below is given a complete list of all the journals listed in the December, 1898, issue of the American Newspaper Directory, under "Medicine and Surgery," and credited with as much as 2,500 regular issues. Where figures are given without an asterisk, they represent the estimate of the editor of the Directory in the absence of adequate statements from the publishers of the periodicals so indicated. Where the asterisk is present, the figures were supplied by the publishers themselves, over their own signatures, and are consequently believed to be correct.

MEDICINE AND SURGERY.

CALIFORNIA.	
San Francisco, Pacific Medical Journal, monthly.....	*2,500
GEORGIA.	
Savannah, Georgia Journal of Medicine and Surgery, monthly.....	4,000
ILLINOIS.	
Chicago, Journal of the American Medical Association, weekly....	7,500

Chicago, Alkaloidal Clinic, monthly...	20,000
Medical Century, monthly....	4,000
INDIANA.	
New Albany, Medical Herald, monthly.	4,000
Terre Haute, Journal of Materia Medica, monthly.....	4,000
KENTUCKY.	
Louisville, Medical Monthly.....	7,500
Medical Progress, monthly.	4,000
MASSACHUSETTS.	
Boston, Massachusetts Medical Journal, monthly.....	4,000
MICHIGAN.	
Detroit, Leonard's Illustrated Medical Journal, quarterly.....	7,500
MISSOURI.	
St. Joseph, Medical Herald, monthly..	4,000
St. Louis, Medical Review, weekly....	4,000
Medical Fortnightly, semi-monthly.....	7,500
Am. Journal of Surgery and Gynecology, monthly....	4,000
Medical Brief, monthly....	*33,092
Medical Era, monthly.....	4,000
Medical Mirror, monthly..	4,000
Tri-State Medical Journal, monthly.....	4,000
American Journal of Dermatology, quarterly.....	17,500
NEW YORK.	
New York, Medical Journal, weekly..	7,500
Medical Record, weekly....	4,000
American Medico-Surgical Bulletin, semi-monthly..	12,500
Pediatrics, semi-monthly..	*7,211
Am. Gynecological and Obstetrical Journal, monthly	4,000
Der Hausdoktor, monthly..	4,000
International Journal of Surgery, monthly.....	17,500
Lancet, monthly.....	4,000
Medical Examiner, m'ly....	4,000
Modern Medical Science, monthly.....	*20,000
Public Health Journal, m'ly	17,500
Bulletin of Pasteur Institute, quarterly.....	20,000
NORTH CAROLINA.	
Charlotte, Medical Journal, monthly..	4,000
OHIO.	
Cincinnati, Eclectic Medical Journal, monthly.....	4,000
Toledo, Medical and Surgical Reporter, monthly.....	*6,500
PENNSYLVANIA.	
Philadelphia, Medical Journal, weekly	7,500
Medical Times and Register, semi-monthly..	4,000
Medical Council, m'ly..	12,500
Medical Summary, m'ly..	7,500
Medical World, monthly	17,500
Retrospect of Medicine and Pharmacy, m'ly....	4,000
Universal Medical Journal, monthly.....	7,500

The above article was shown by a PRINTERS' INK reporter to the publisher of the *Medical Record*, at the offices of that paper, at Fifth avenue and Twelfth street, New York City. On learning the nature of the call, the reporter was promptly taken upstairs to Mr. Wood, the senior proprietor. Mr. Wood asked:

"Who is the Mr. Heilbrun mentioned at the beginning of the article?"

The reporter said he did not know.

"Well, I am simply asking out of

curiosity. I have never heard of him, but I know Mr. Morse very well; he used to be in our employ and he is certainly a very clever man."

Mr. Wood read on until he came to the passage—

"It is probable that this total is not too high if we count as circulation all sample copies and those sent gratuitously to non-subscribers."

Here he smiled, and, after reading the next complete paragraph, burst out laughing.

"You've about hit it there," he said. "Doctors, as a rule, do not like to pay for their papers. It is hard to get them to give up \$5 right on the spot."

"How are you affected in that way, Mr. Wood?"

"Well, it is this way: We used to be like the rest of the medical journals—I mean as a good many of them are to-day. We used to give unlimited credit in the way of subscriptions and carry a whole lot of dead-heads, but some years ago two other publishers of medical journals and myself got our heads together and came to the conclusion that the game was not paying. We therefore made it a rule among ourselves not to carry any subscriber longer than a year, and, nowadays, if a subscriber has not paid up his cash for the previous year he is promptly dropped from our list. As a matter of fact, we have not a single name on our books that is not in good standing, and as for sample copies I am reasonably certain that we do not send out more than ten every week."

"What do you say to the assertion, quoted in that article, to the effect that eight out of ten of medical journals are devoted to some personal interest and the other two are devoted to 'isms'?"

"The first statement has a good deal of truth in it. The second, I think, would be truer if 'pathies' were substituted for 'isms.'"

"There is a statement made in that article, Mr. Wood, to the effect that only so-called 'ethical' advertisements should appear in reputable medical journals. Is that also your opinion?"

"I think there are as good medicines sold direct to the public by reliable patent medicine houses as are put up by doctors. Some of the old conservative class of physicians have occasionally written me to know why

I allow this or that advertisement—not, perhaps, strictly 'ethical'—to appear in our paper. I do not wish you to imagine from this that I ever do allow an ad that is not perfectly clean and honest to appear in the *Record*. But if it is a medicine that is backed up by a reliable and reputable individual whom I know, on what possible grounds can I refuse to accept the business? I can't go behind men who are as reputable as myself."

"About the circulations of the various papers named there, Mr. Wood, what is your opinion of the figures?"

"The *Medical Brief*, of St. Louis, has undoubtedly the largest circulation—perhaps all that this article claims for it, but it is not the best class of medical circulation."

"How about the *Medical Record*?"

"The circulation given in this article is about one-fourth of the correct circulation. As a matter of fact we issue never less than 15,000 weekly. You are at liberty to come downstairs and count the names on the mailing sheets if you wish."

"Then why don't you send in the figures to the American Newspaper Directory, and secure the proper rating?"

"For various reasons. One is that I consider it foolish to give yourself away to competitors. We are always willing and glad to show our mailing lists and other proofs of circulation to a prospective advertiser, but we don't see why we should do the same to the general public, which we would be doing by publishing the figures in the Directory."

"But yet it seems the wrong figures are given there. You are underrated according to your own statement; why not have the figures right?"

"I have just told you why. If we were to send in a detailed statement, showing our circulation to be between fifteen and twenty thousand weekly—and this would be a fact—why, many of our competitors would soon come out with figures either approximating or far exceeding ours. Those advertisers whose business we really want, know pretty well what our circulation is, because they have had access to our books and the same privilege is open to all those who are really interested."

—♦—
AN ounce of picture is worth a pound of talk.—*Josiah Strong*.

WHAT is worth advertising is worth advertising well.—*Shoe and Leather Gazette*.

ADVERTISING VERSUS TRUSTS.

The rapid formation of trusts in every line is a most alarming fact which threatens the very existence of competition and the regulation of price by the law of supply and demand. At a recent and very important meeting of trade journal publishers and advertising men in New York this marked tendency in all lines of the manufacturing business toward concentration was referred to as pointing to a great decrease in trade journal advertising and perhaps to the doom of the trade journal in its present form. In nearly every line in which trusts have been formed all advertising has been cut off. This raises the question as to what effect this tendency toward trusts will have on general advertising. Could any trust, however large, control the sale of any one kind of commodity? Is it not the power of the people rather than the power of the manufacturer, jobber and retailer that controls the sale of a product to the consumer? For instance, if all of the manufacturers of baking powder in the world should unite and cut off all of their advertising, could not a new powder be introduced by general advertiser which in time would so cut into the sales of the trust's powder as to compel the latter to resume advertising for at least one of its brands? Or suppose all of the baking powder manufacturers except the Royal Baking Powder Co. should unite against the latter and attempt to control all the regular avenues of trade without general advertising, what could even this great commercial power accomplish? It could not *compel* people who wanted Royal to buy other brands to any great extent. The Royal could control the situation as long as it continued to talk to the people and cause them to *demand* Royal. This would tend to show that no matter what threatens us in the way of trusts among general advertisers, they will still be compelled to advertise each brand just as extensively as heretofore. Otherwise they would be *throwing away* those brands which they ceased to advertise. The actual value of a well-advertised article or business is in its *reputation* more than in its *chattels*.—*Advertising Experience.*

READERS give attention to advertisements to which attention has been given.—*Paul Point.*

"TAKING THE STARCH OUT OF UN-CIVIL SERVICE."

Time was when timid people stood in as much fear of a dry goods clerk as they did of the corresponding functionary in a hotel, and always entered a store with fear and trembling. In fact, it is still so in some places, but not here. Our employees are, all of them, well aware that any slightest incivility shown to a visitor to our establishment will be regarded by us as a personal affront, and treated accordingly.

A great deal is said at some places of business about the trouble to which their clerks are put by inquirers who fail to purchase, but our people understand distinctly that they are not required to sell goods—they are only required to show; much less are they expected to press the sale of anything. In fact, while we insist that our clerks shall use the greatest cheerfulness and politeness in facilitating investigation on the part of the public, we rather prefer that people should not make purchases unless quite satisfied with goods and prices, for we are obliged to take back anything which proves unsatisfactory.

This removes in our clerks every motive except to please the public, and takes the incivility all out of what might be otherwise and elsewhere discourteous and impatient employees.—*Wanamaker Advertisement.*

A PRETTY BRASH STATEMENT.

If all newspapers in Ohio were to quit lying about their circulation at the same moment nobody would be hurt by it.—*N. D. Cockran, Editor Toledo Bee.*

Keep Your 
ON
THE **PRESS-POST**
(Ohio's Greatest Daily)

COLUMBUS, OHIO, Dec. 28, 1898.

Editor of PRINTERS' INK,
10 Spruce Street,
NEW YORK CITY:

Dear Sir:—The interesting resume of Ohio daily papers, in your issue of December 21st, is in main fair and accurate, but we desire to call your attention to one gross error.

The article says, "In Columbus, the *Morning Post* and *Evening Press* are published from the same office." There is no such paper published in this city as the *Morning Post* and all reference to it in the article is misleading. Except on Sunday, the *Ohio State Journal* is the only morning paper published in Columbus.

Yours very truly,

OHIO STATE JOURNAL CO.,
Samuel G. McClure, Gen'l Mgr.

PRESS-POST PRINTING CO.,
By L. P. Stephens, Gen'l Mgr.

ABOUT PATENT MEDICINE TESTIMONIALS.

THEIR PROCUREMENT AND USE FOR ADVERTISING PURPOSES.

By George P. Rowell.

The consensus of opinion among advertising men is to the effect that the illustrated advertisements of the Ripans Tabules are the most interesting and original of any series now running in the daily press. Merchants, brokers, bankers, professional men, admit that they read these pictorial short stories in the daily papers just to note how the thing comes out. Since the picture style of advertising was adopted the business of the Ripans Chemical Co. has increased very largely. Many persons have supposed these short notices of events in every-day life the outgrowth of the fertile imagination of an advertisement writer, but such is not the fact. The pictures illustrate actual cases. The originals of each experience are living people whose addresses are known. A system is pursued for obtaining, sorting and sifting the multitude of testimonials that are daily written concerning the excellence and effectiveness of R-I-P-A-N-S. The advertising of the company is confined to exploiting a five-cent packet asserted to be intended for the poor and economical, the purchaser receiving a carton containing ten Tabules for the —for a medicine— unprecedentedly low price of five cents. Twelve of these little packets, bunched into a larger one, are sold or sent by mail, postage paid, for 48 cents. It is a rather surprising fact that the sales of the packets containing a dozen are greater in number than those of a single five-cent carton. In every one of the packets containing a dozen cartons is a little book in which is told the story of the origin of the Tabules, together with comments made by a large number of physicians to whom the formula had been exhibited, and on the last page there is a picture of a pretty little mantel clock, intended to be used for advertising purposes, and below the picture is the following announcement :

The advertisements of the Ripans Tabules are made up mainly from real cases reported by purchasers. No two persons have exactly the same experiences to relate, and patients who are benefited can confer a favor by writing out the peculiarities of their experiences in as much detail as possible, and sending the same to the Ripans Chemical Company, No. 10 Spruce street, New York. Each testimonial or state-

ment should be signed so as to make verification possible. To encourage the sending of testimonials, it has been a practice of the company to present a pretty mantel clock (sent free, carriage paid) to such persons as report a case with sufficient detail (giving age, name, occupation and other particulars), provided the communication bears evident marks of good faith.

The company receives numerous testimonials, many of which fail to be expressed with sufficient detail, or to give as many particulars as are necessary to make the communication something more than a copy of some other person's experiences. It probably comes about now and then that some person who may have written in entire good faith fails to receive the clock, having failed to write with sufficient particularity; and for the instruction of such certain memoranda and instructions have been prepared. The person who has been benefited and has shown a willingness to give testimony is told that he or she should tell name, age, sex and occupation, place of residence, and for what ailment the Tabules were taken. As many particulars as possible, descriptive of the trouble, should be set forth, and particularly of how long standing. The feelings experienced should be described rather than the mere naming of the disease. Sometimes symptoms, when related with great particularity, indicate a disease different from that the patient is supposed to be afflicted with. The patient is reminded that the testimonial should not fail to tell how the Tabules were first brought to his or her attention, and if they were found too marked in their action at first, the testimonial should tell in what way; and if at first they appeared to fail of producing a beneficial result, that, too, should be told, and how soon a change was noted. When there is any objection to the use of the testimonial, for advertising purposes, it should not be sent. A testimonial need not necessarily be from the person sending it. Sometimes a drug clerk, a doctor or a friend of the patient tells the story, but the name and address are always required, so that a verification of facts may be possible if desirable. A testimonial to be valuable must be genuine. Truth is the substantial basis of every valuable testimonial. Make-believes are not only useless but harmful. It is impressed upon patients that it is not necessary that the communication should be handsomely written or expressed in faultless grammar.

Errors in spelling or the omission of punctuation points do no harm. All that is required is that what is said be so written that it can be read, and the story told with sufficient attention to detail and with absolute fidelity to truth. The more detail the better; the more earnestness in its truthful expression the better. Sometimes a testimonial that as first received appeared to be destitute of value becomes specially effective after the patient has added one or two particulars not at first thought of.

Testimonials are generally received in connection with an order for Tablets. When the order has been filled, the testimonial is handed over to a person who has become experienced in dealing with them, and is gone over with pen or pencil with a view of correcting the grammar in some cases if need be, paying attention to the proper use of capital letters, eliminating superfluous sentences, care always being taken not to deprive the testimonial of expressions that indicate earnestness or individuality. When the testimonial has been revised a typewriter makes a clean copy, which afterwards passes under the eye of the advertising manager of the Ripans Chemical Company, who again makes any slight changes that seem to be needed to give expression to what was actually in the mind of the writer, and at this time the phrase or word is selected that will be used as a heading for the testimonial when it appears in the newspapers. The original is then filed away for future reference. After all this has been done the revised testimonial is handed to the printer, who sets it in type. At the present time it is the custom to print the testimonials received each day in some prominent newspaper. The average daily receipt being just about sufficient to fill a page of the *New York Herald*. The *Record*, of Philadelphia, is the paper most frequently made use of for this purpose, on account of its extraordinary value as an advertising medium. When a testimonial seems specially strong two headlines are accorded to it, and in rare instances three. After the testimonials have appeared in a daily paper, the pages containing them are passed over to an experienced person, competent to consider their comparative values. He reads each one carefully, deciding which is of superior excellence. He then suggests by pen-

cil memoranda what would be an appropriate drawing to illustrate the selected case, considering always the age, sex, occupation and other circumstances appertaining to the patient.

The testimonials so selected for illustration are generally nowadays about one in one hundred of those received. When the subject of the illustration has been decided upon, the testimonial, together with the specifications for the drawing, are handed over to an advertisement writer, who has authority to eliminate the name of the patient and the date of writing, and to make other changes that will improve or smooth the story without materially interfering with the facts. He may also change the suggestions for illustration if he deems them faulty. The prepared advertisement is again looked over by an officer of the company, and if approved is sent to an artist, who prepares a drawing for the illustration of each particular case and submits it for approval. When the drawing has been accepted it is sent to a photo-engraver, who makes an electrotyped reproduction of the size desired, and this in turn is handed over to the printer, who thereupon sets in type the letterpress portion prepared from the original testimonial, and submits a proof showing picture and testimonial combined. When this has been approved an electrotpe of the whole is prepared, and this may be duplicated to as great an extent as required. A considerable number of artists are applied to, it being found that one deals with a certain class of subjects better than another. A lady has been found particularly effective in the treatment of railway scenes; another is fortunate where something like sentiment is needed to be portrayed. One man deals with scenes among the fashionable and wealthy, and another has ability in handling farm scenes and life among working people.

It has been found that from the moment of the reception of the testimonial to the time that the revised and approved advertisement is available in the form of an electrotpe for insertion in a newspaper, the cost for preparing each separate advertisement has been not far from \$20. Some cost more and some less, but taking one with another the sum named is a fair average, consequently five hundred such advertisements cost the very re-

spectable sum of \$10,000. When it is remembered, however, that the single insertion of a 6-inch double column advertisement in a paper like the Philadelphia *Record* costs more than twice \$20, it will be apparent that money expended in preparing good advertisements is well expended, because space occupied by a good advertisement costs not a penny more than the space occupied by a poor one, which will produce much smaller results or do harm rather than good.

When the plan now in use was adopted by the Ripans Chemical Co. it was the ambition to secure a sufficient number of electrotyped testimonials to permit using a new one every day for all the three hundred and sixty-five in a year. That result was accomplished long ago, but the company still finds it advisable to pursue the preparation of new and effective advertisements because an important advantage is found in having a very large variety to draw upon for papers of varying shades of character. An advertisement suitable for one publication often appears quite unsuited to another. In a paper devoted to field sports, like *Forest and Stream*, advertisements that appeal to sportsmen are appropriate. In a fashion paper advertisements exhibiting fashionably dressed women seem particularly suitable. In a paper read by yachtmen, such as have a bearing upon sea life are what would be desired. A series of advertisements intended for the *Christian Advocate* would be rather different from another prepared for a paper like the *Police Gazette*. In the *Youth's Companion*, read by young people, advertisements would be appropriate that would be less so in the *New York Observer* or the *Outlook*.

The electrotypes of the completed advertisements are prepared to fit a movable base. They are pieces of metal perhaps a sixteenth of an inch in thickness, but being made of type metal they weigh about a pound and a half each; as a consequence an assortment of three hundred and sixty-five, intended for a paper like the *Portland Oregonian* or the *Los Angeles Times*, not only involves a considerable cost for the electrotypes, but a considerable freight bill as well, the weight being not less than a quarter of a ton. To obviate this expense as far as may be, it is found possible to supply the

papers with molds or matrices composed of wet tissue paper pressed down and dried upon the original pattern electrotypes. These are less expensive, less bulky and lighter, but not quite so satisfactory to publishers, and are only available in first-class offices where a complete stereotyping outfit is in use.

It has been explained that the cost of an electrotypes is only about 15 cents, yet three hundred and sixty-five electrotypes at 15 cents each is quite an item, as the company recently found. After having entered into a contract for the insertion of their electrotypes in a list of thirty-one *Select Ohio Dailies*, they were somewhat aghast to find that the mere cost of the electrotypes, the boxing and the freight, amounted to more than a thousand dollars. It has already been shown that the cost of preparing the three hundred and sixty-five separate advertisements had been more than \$7,000. All this goes to show to the amateur advertiser that the business of advertising is not conducted without expense. The rewards, however, often compensate the risk and outlay in a most princely manner.

WHERE HIS ORDERS GO.

The shrewd advertiser aims to get results. He may occasionally give a man half a column because he is his brother-in-law or a good fellow, but his steady regular orders are given where there is circulation which will produce customers and profits.—C. H. Taylor.

Choose Your Plumber

as you choose your doctor—for effectiveness of work rather than for lowness of price. Judge of our ability as you judged of his—by the work already done.

Many very particular people have judged us in this way and we have been chosen as their plumbers.

REDDING HARDWARE CO.

Redding, Cal.

SCOTT'S EMULSION ABROAD.

The advertising of Scott's Emulsion is said to aggregate upward of a million dollars per annum. Their advertisements appear in the papers of Japan and Syria as frequently as they do in those of the United States, and if there was a paper in Timbuctoo, they would be advertising there. One of the principal markets for their goods, however, is to be found in those countries of the western hemisphere south of the United States, including the West Indies. They have a factory in the City of Mexico, one in Cuba, and agencies in all the principal countries. They advertise in every newspaper in all these countries as thoroughly as they do in the United States, but they use very much larger spaces. They publish a newspaper themselves for each country in the language of that country, which is sent into districts where the local newspapers are not thoroughly distributed. Physicians are interviewed to some extent in these countries, and their business has grown to great proportions. Millions of cards are annually distributed by them throughout Central and South America. The principal languages are Spanish and Portu-

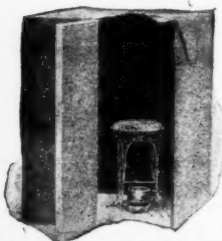
guese. The business in the eastern hemisphere is managed from the London house of Scott & Bowne and various branch houses in different European countries. It is interesting to note that although the United States has secured the Philippines, the work in the Philippines having been hitherto conducted by the London house, will still remain under its jurisdiction. It is seldom that a proprietary medicine attains literally a world-wide sale and there is certainly not another American product more thoroughly distributed.—*Advertising Experience.*

ANOTHER TIT BITS STORY.

George Newnes, now Sir George, not many years ago ran a small restaurant in a provincial town, and one of his most popular dishes was a concoction of everything sold under the name of Tit Bits. The more solid articles of diet were passed by for the lighter and more attractive Tit Bits. Applying the same reasoning to intellectual food, he soon concluded that it was the bright, pithy sayings largely copied from the American newspapers that formed the most interesting feature in the heavy English dailies which he read, and as an experiment he issued an unpretentious periodical named after the popular dish in the restaurant. And thus began a career which for meteoric splendor has rarely been equaled in the annals of the publishing business.—*Art In Advertising.*

DRIVE the nail in good and solid but do not overdo the thing and split the plank.—*Agricultural Advertising.*

Turkish Baths for 3 Cents



The perfect Bath Cabinet, rubber coated inside and outside. Not a skirt-shaped affair to pull over the head, but a room with a door. Hinged so as to be folded away into a six-inch space. Turkish, vapor and medicated baths can be taken in it at home exactly the same as in Turkish bath rooms. The cost is three cents per bath.

Turkish baths are necessary to perfect cleanliness. They ward off sickness by forcing all impurities out through the pores. They head off all colds. They do all that hot springs and mud baths accomplish in the cure of disease. They clear the complexion, give freshness and vigor to mind and body, quiet the nervous and rest the tired. This cabinet places these benefits within the reach of everybody.

The Racine Bath Cabinet is the latest, and by several times over the best one on the market. We warrant each cabinet, and send it on approval, to profit but ours to pay. We sell direct to users—no commissions, no profit but ours to pay. We make cabinets at from \$5.00 to \$12.00, express or freight prepaid, alcohol stove, vaporizer and face steaming attachment included.

Send to-day for our handsome illustrated catalogue.

RACINE BATH CABINET CO.,

1400 Clark Street—RACINE, WIS.

A CORRESPONDENT OF "PRINTERS' INK" SENDS THE ADVERTISEMENT HERE REPRODUCED, WITH THE ASSERTION THAT IT "STRUCK HIM AS BEING ONE OF THE MOST ATTRACTIVE OF THOSE APPEARING IN THE FEBRUARY MAGAZINES, AND ENTIRELY OUT OF THE RUT OF ANNOUNCEMENTS OF SIMILAR ARTICLES."

MR. ARTEMAS WARD.

HIS VIEWS CONCERNING THE AMERICAN NEWSPAPER DIRECTORY.

Of the American Newspaper Directory, Geo. P. Rowell & Co., publishers, Mr. Artemas Ward's publication, *Fame*, in its January issue, says:

"Thirty years' experience with this work has convinced the advertising public that, in spite of minor idiosyncrasies and occasional injustices to publishers, it is the best newspaper directory in existence.

No advertiser ever depends absolutely on any such publication, unless he is a very young advertiser. Space values are not like wheat values, or coal values, or sugar values. They are outside the field of pure mathematics. But circulation figures constitute one important element in the argument for or against a given medium.

Aside from the matter of circulation figures, however, it is no extravagance to say that the advertiser who covers the whole country can not afford to be without the American Newspaper Directory. It furnishes a bird's-eye view of the whole periodical field that is of immense value of such an advertiser.

Inasmuch as Mr. Ward manages the advertising of Sapolio, has the control of an annual appropriation for advertising purposes of many hundred thousand dollars, and is widely known as one of the best, if not the best, advertising men in America, and is also president of the celebrated Sphinx Club, an association of New York advertising experts, his opinion naturally carries much weight. In addition to what has been quoted above in favor of the Directory, the same issue of *Fame* said:

Fame has always regarded the demand to stand and deliver a sworn statement in specified form—the demand which Mr. Rowell makes on the publisher—as somewhat arbitrary. So far as we know, the maker of the American Newspaper Directory has never knowingly misrepresented the circulation of any periodical on behalf of which such a statement is made. It is for each publisher to determine for himself whether the privilege of being fairly treated by Mr. Rowell is worth the trouble of filling in one of those gridiron blanks.

When he had read Mr. Ward's statement as set forth above, the editor of the American Newspaper Directory promptly dispatched his most youthful and inexperienced reporter to interview Mr. Ward and say to him that in printing the sentence about "a statement in specified form," *Fame* reiterates what other publishers have often said and what neither *Fame* nor any other publisher would say if fully understanding the matter.

The reporter having gained admission, Mr. Ward was asked if he thought it too much to require a publisher to make his report cover a period so long

as an entire year, and told that if he did he should give some consideration to the fact that the Directory editor, after thirty-one years of painstaking experience, had arrived at the conclusion that it is better to cover an entire year.

Mr. Ward seemed to acquiesce in this and was next asked:

"Do you not think if statements are to be taken from various publishers, from which ratings are to be made, upon which the publications represented are to be compared one with another, the same sort of a statement should be insisted upon in each case?"

Mr. Ward seemed to assent that if ratings were to be compared they ought to be based on statements of the same sort.

Mr. Ward was then asked:

"Have you never yet learned that the American Newspaper Directory does not ask a publisher to give a sworn statement?"

Mr. Ward admitted that he had supposed sworn statements were required and seemed rather surprised to know that they were not and had not been for twenty years, and that the editor of the Directory was somewhat given to looking askance at circulation affidavits.

Mr. Ward was then asked whether he was not aware that the American Newspaper Directory does not hold any publisher to any specified form, but is content with any old form that contains the specified information. Mr. Ward seemed to be surprised at this question and to listen with interest while he was told that when a newspaper publisher sends a report that fails to be what the editor of the American Newspaper Directory thinks he ought to have, he is then furnished, as a favor to him, with a ruled blank which is convenient for his use in filling up his statement, but he is not required to use the blank.

It was further explained to Mr. Ward that the so-called "stand and deliver" demand for a statement of circulation consists only in an insistence upon the following points:

First.—The statement, if made, shall be signed.

Second.—The statement, if made, shall be dated.

Third.—The statement, if made, shall be so definite that two persons reading it will be likely to arrive at the same conclusion as to its meaning.

Fourth.—That the statement, if made, shall be made with so much attention to detail as

will make it apparent that the man who made the statement knew what he was doing and had done the work correctly.

Fifth.—That it is required that the statement, if made, shall cover a period of at least one year.

At this point the reporter said to Mr. Ward:

"You may think that a less time than one year would do, but whatever time is fixed upon, you will admit that the man making the statement should have in mind some period, and should specify the period that he has in mind."

Mr. Ward seemed to acquiesce in this.

The reporter next presumed that Mr. Ward would agree with him that because a man printed 10,000 copies yesterday and is going to print 10,000 copies to-morrow, the editor of the Directory would not on that account act wisely in giving him credit for a 10,000 edition regularly, when other information in his possession was to the effect that the average issue of the paper for a year was not more than two or three thousand.

Mr. Ward seemed to acquiesce in this idea. The reporter thereupon ventured to suggest that he thought Mr. Ward would agree with him that a statement to be relied upon ought not to be signed with a hand-stamp. Mr. Ward did so agree.

The reporter next ventured the opinion that Mr. Ward would agree with him that a statement, to be relied upon, ought to be signed by some person whose authority to sign was either plain or was explained. For instance, he suggested, if the New York *World* sent in a statement signed John Smith, the reporter thought Mr. Ward would agree with him that it would be advisable to know what position on the New York *World* John Smith occupied, so that it might appear reasonable that he was a suitable person to sign the statement sent. Mr. Ward thought this reasonable.

The reporter next urged that he thought Mr. Ward would agree that a statement signed New York *World* by the initial S., or even J. S., would not sufficiently identify John Smith. Mr. Ward appeared to acquiesce in this.

The reporter thereupon suggested that he thought Mr. Ward would agree that unless a statement was given in a way that would make it possible to hold some one responsible for the information, should it afterwards be proven untrue, it would not be a satis-

factory statement. To this Mr. Ward did agree.


The reporter thereupon thought that Mr. Ward having agreed with him on all other points, would also agree that he had not been justified in speaking of the Directory circulation blank as a demand "to stand and deliver." To this Mr. Ward seemed also inclined to agree, but he opened his eyes wide with wonder when the juvenile reporter said to him:

"It is a fact, Mr. Ward, that we don't make any application to anybody for any circulation report at all. We content ourselves with trying to get from those who wish to make a report such a report as will enable the editor of the Directory to treat all publishers alike and always have in hand the same sort of information that he exacts from other publishers when they wish to file a report, so that when two rival publications are compared by their publishers' statements, they may be examined on the same level and under the same conditions."

Mr. Ward was further told that if he would take pains to look into this matter somewhat carefully and deal with it in that spirit of good faith for which he is so well known, the present interview and the notice in *Fame* for January may eventually lead to a better understanding of the Directory matters by Mr. Ward and other advertisers and by newspaper men generally.

The reporter thereupon said that before he published his account of the interview he would submit the proofs to Mr. Ward so that there should be no chance for a misunderstanding.

When the reporter redeemed his promise Mr. Ward looked at the proof in a sort of despairing way, and said: "That's just like everything that concerns the Rowell Directory. It is so 'dummed' long nobody will have the patience to read it." And the reporter came away, more in sorrow than in anger.



A Dog Dies in 40 Days
if fed exclusively on white bread.

Why? The modern process of milling removes all the phosphates which nourish the bones, nerves, muscles and brain cells.

Kaff's Germ Bread, made from the germ of the wheat (the part that sprouts), contains all the phosphates, phosphorus, etc., left out of white bread. The most appetizing loaf ever baked.

Get some sold in all 25 cent stores everywhere. See if you can't get it from your grocer and meet it served fresh every morning. Send a postal to KLOD'S BAKERY, 2103 10th Ave., St. Paul, Minn.

A BAKER'S AD.

ADVERTISING LOANS.

The representative from PRINTERS' INK received an assurance from Mr. Kealy that, though he could not give figures and accurate data, the returns from his advertising were very satisfactory.

Said he: "I take space in the daily and Sunday *World* and in the *Journal*, and they keep me busy. Just at present I am only running four days a week, including Sundays, in the latter."

"Which of these papers do you consider the more effective?"

"I really can not say. My present choice is purely accidental. They hit about the same class."

"How long have you been advertising?"

"Ever since I've been in this business—about a year. But I've always been a warm believer in it, and in my previous business, real estate, I had had years of experience in it. In

DO YOU WANT MONEY?

Send Postal; Agent will call.

We loan money very quickly on furniture in use, without removal or inconvenience; amounts from \$10 up, payable in small weekly installments; strictly confidential.

JAMES M. KEALY, 176 BROADWAY.

this business it is absolutely essential. Over 90 per cent of my clientele—practically all of it—comes through advertising, and it is only that which keeps me afloat."

"What is your advertising outlay?"

"It runs as low as \$10 a week and as high as \$50. The returns are immediate and as I said satisfactory."

"Don't you get returns through personal recommendation?"

"Not much. You see my relations with my clients are confidential, and so naturally they do not care to drum trade for me. But my customers come again and again, rather a good recommendation of itself."

"When do you advertise most—in dull or in brisk times?"

"Oh, in dull times most assuredly."

DETAILS.

All successful advertising is specific. The general public wants information. Newspapers recognize this, and in reporting a news event of any importance whatever they give the minutest details. The same applies to advertising. The people want to know all there is to know about the goods they are solicited to buy. They want the details. A merchant will extol and describe an article very minutely to a single prospective customer. He advertises the article so well to this one customer that he generally makes a sale. This same elaboration of details in the newspapers makes the best advertising.—*Business Magazine*.

TO TALK EFFECTIVELY.

To talk effectively means that the talk shall convince the hearer. If it takes the form of an advertisement in a trade magazine it should be written in clear, truthful and forcible language. Nothing is more interesting than the plain facts about goods truthfully told in convincing, good English.—*D. T. Mallett*.

THE COMMON OPINION.

An old-established house commands our respect and confidence, a new one we are tempted to view with distrust at first. In like manner we are apt to think reliable an article that is continually advertised and to be suspicious of something that is only occasionally put before the public.

IN NEW ORLEANS.

A correspondent of the Little Schoolmaster writes: The puller-in methods have reached New Orleans and the police are having considerable trouble with the Rampart street clothing merchants and second-hand shopkeepers. The victims are negroes returning from the country where they have made money on the plantations. A negro was recently locked up for assault on one of the pullers-in. When his case came before the court he proved that as he refused to buy, the merchant knocked him down, whistled for the police and had him arrested. A few days afterward a new and original variation of the pulling-in system was developed resulting from business jealousy among the dealers themselves. Mayor Walter C. Flower received a protest, signed by a number of the Rampart street dealers, complaining that a number of negroes were locked up and deprived of their liberty in several stores of that street. The fact developed that they had been pulled in, the doors then locked on them and the information imparted that they could not leave until they had spent all their money. The negroes protested wildly that they wanted to go out and "do the town," but this pleasure was denied them. When they grew hungry the merchants offered them food for sale and even provided barbers to shave their imprisoned customers. After being squeezed quite dry they were released. As for locking in the negroes the dealers did this, they said, to protect their customers from the gamblers and bunco-steersers who infest the city.

WHAT ADVERTISING IS.

The act or practice of bringing anything, as one's wants or one's business, into public notice, as by paid announcement in periodicals, or by handbills, placards, etc.—*Century Dictionary*.

The firm of MOSES & HELM, writers and illustrators of advertising matter, do business at 111 Nassau Street, New York City, and their facilities for serving the advertising public are unsurpassed.

NEW YORK, Feb. 16, 1899.

HERMON L. ENSIGN.

At a called meeting of the Associated Members of the Advertising Fraternity at the office of Mr. L. H. Crall, 25 Times Building, New York City, at 3 p. m., February 10, 1899, Mr. H. P. Hubbard was chosen chairman and Mr. W. E. Scott secretary, the object of the meeting being to take suitable action upon the death of our friend, Mr. Hermon L. Ensign, president of the National Advertising Company. There were present Messrs. S. C. Williams, T. C. Le Fevre, E. T. Perry, J. E. Van Doren, L. A. Leonard, E. Katz, W. E. Scott, L. H. Crall, S. S. Vreeland, C. E. Sherin, A. T. McGargar, N. M. Sheffield, W. R. Kennard, R. J. Kenworthy, F. Hart, H. H. Warner, H. P. Hubbard, E. Van Zandt, T. B. Eiker, David Allen, Henry Bright, F. St. John Richards, W. H. Morton, F. K. Misch, C. H. Eddy, E. C. Vick, Steve Floyd, R. A. Craig, C. J. Billson, H. E. Crall, R. K. Travis, F. H. Lancaster, Mortimer Remington, J. W. Thompson, W. N. Gates and Joseph E. Esray.

It was moved and seconded that a committee of three be appointed by the chair to draw suitable resolutions on the death of Mr. Ensign and that said resolutions be engrossed and transmitted to his mother, Mrs. Louisa A. Ensign, 37 West Sixty-first street, New York City. Messrs. R. J. Kenworthy, J. E. Van Doren and S. C. Williams were appointed as this committee.

Mr. E. T. Perry was appointed treasurer of the fund to provide for cost of engrossing of the resolutions and for flowers, etc.

An opportunity was given for remarks. Mr. H. P. Hubbard, Mr. W. R. Kennard, Mr. E. C. Vick, Mr. F. H. Lancaster, Mr. F. K. Misch, Mr. J. E. Van Doren and others who had known Mr. Ensign very intimately for many years responded very feelingly.

Motion was made and seconded that a permanent committee of three be appointed to have charge of any surplus funds that may be left over or raised for similar occasions, and that Mr. E. T. Perry be treasurer of the committee. The chair appointed Messrs. E. T. Perry, J. E. Van Doren and Charles H. Eddy for this committee.

This committee to be known as the Emergency Committee of Associated Members of the Advertising Fraternity.

It was moved and seconded that a photo engraved copy of the resolutions be made and sent to the Advertising Fraternity and to the National Advertising Company as a mark of our esteem.

The following were appointed a committee to attend the funeral services: Messrs. T. C. Le Fevre, E. Van Zandt, E. T. Perry, N. M. Sheffield, W. R. Kennard, E. C. Vick and L. A. Leonard.

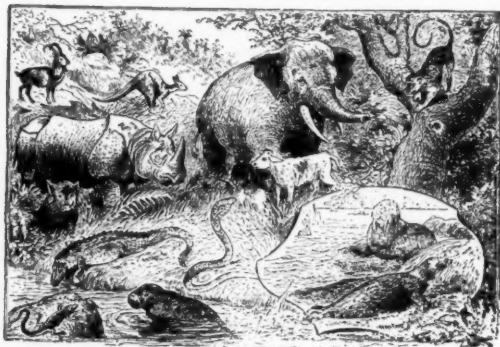
Adjourned subject to call of chairman.

W. E. SCOTT,
Secretary.

A PLAUSIBLE IDEA.

One very successful constructor of advertising matter lays it down as a rule that the display lines in an advertisement must be so worded as to convey the sense of the advertisement independently of the text matter, and that the reading matter in the advertisement must also tell its story independently of the display lines. He points out that the focus of the reader's eye must be changed in order to read both the display and the text, and that the eye is just as likely to catch the text independently of the display as to catch the display and then read into the text. For this reason he holds that nearly all advertisements that read from the display into the text are badly constructed.—*Advertising Experience.*

ANIMALS



WHOSE HIDES WE UTILIZE IN THE MANUFACTURE OF EXQUISITE LEATHER GOODS.



DEITSCH BROS.,

14 E. 17TH STREET, NEW YORK.

AN ADVERTISEMENT FROM THE "JEWELERS' CIRCULAR" OF FEB. 1, 1899, SHOWING HOW ONE TRADE PAPER ADVERTISER ATTEMPTED TO GET OUT OF THE RUT.

STILL MARCHING ON.

THE ONE NEWSPAPER THAT COVERS THE SOUTHWEST,
LOS ANGELES TIMES

Circulation Statement for Every Day of the Year 1898.

DAY	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
1st.....	22,520	20,240	21,280	26,520	28,800	30,300	28,600	27,700	24,250	22,740	23,420	28,880
2nd.....	27,880	20,860	21,320	23,680	22,680	29,280	28,610	28,010	24,400	31,820	32,500	23,710
3rd.....	19,780	20,300	21,300	23,210	30,950	29,210	41,380	27,900	24,280	22,610	23,180	22,870
4th.....	19,700	20,400	21,000	23,940	29,280	29,600	43,060	27,060	31,000	22,520	22,410	31,880
5th.....	19,900	20,510	21,400	23,520	29,300	48,100	36,530	27,880	32,900	22,800	22,670	23,520
6th.....	19,800	18,880	20,380	24,750	29,180	28,520	30,470	22,070	22,700	22,500	27,580	22,810
7th.....	19,850	20,240	21,300	23,470	35,330	30,080	28,310	34,980	22,700	22,350	22,870	22,760
8th.....	22,400	20,200	22,800	23,920	47,810	28,750	29,102	27,450	23,740	22,470	22,610	22,900
9th.....	27,880	20,280	21,740	23,560	29,350	29,680	29,050	27,900	25,700	31,880	30,860	22,700
10th.....	20,100	20,520	21,500	23,940	29,530	28,620	47,480	25,110	23,710	22,500	24,240	22,900
11th.....	20,060	20,550	21,520	28,850	29,210	28,580	29,120	27,580	34,580	22,280	22,520	30,580
12th.....	19,900	20,700	21,920	25,100	32,880	37,800	29,400	26,140	23,310	22,180	22,780	22,700
13th.....	19,940	22,880	23,950	23,680	32,420	27,960	29,250	26,280	23,200	22,200	23,280	22,810
14th.....	20,040	20,150	21,950	25,410	30,960	27,860	33,720	34,780	24,420	22,610	22,810	22,710
15th.....	19,960	20,190	21,900	24,800	41,530	27,860	30,270	25,850	23,120	22,750	22,480	22,800
16th.....	22,880	20,500	21,300	24,530	29,250	28,520	29,950	26,130	24,710	31,580	22,400	22,800
17th.....	19,900	22,480	22,620	34,680	26,700	27,890	27,180	26,000	27,910	32,880	22,410	22,800
18th.....	20,080	22,350	22,020	25,470	28,980	29,590	29,050	26,020	31,520	22,180	22,320	31,880
19th.....	20,000	21,250	22,310	25,350	28,380	37,480	29,855	25,820	33,000	22,550	22,770	22,420
20th.....	20,000	19,580	21,210	25,160	28,365	28,780	28,690	25,800	22,700	22,540	22,800	22,500
21st.....	20,040	20,670	22,050	30,110	28,460	28,940	28,510	34,820	22,800	22,280	22,600	22,800
22nd.....	20,260	21,150	22,300	28,270	40,820	28,410	28,600	22,620	22,620	22,340	22,600	22,680
23rd.....	22,880	21,050	22,240	28,600	29,420	27,870	28,100	25,790	22,510	31,580	22,080	22,600
24th.....	19,950	21,200	22,310	37,410	30,240	27,510	37,280	27,550	22,700	22,250	22,150	22,600
25th.....	20,000	21,070	22,160	27,210	30,210	28,600	27,080	31,280	22,500	22,240	22,850	32,880
26th.....	20,200	21,570	22,640	28,300	29,980	38,100	28,200	25,110	22,500	22,200	22,650	23,600
27th.....	20,200	20,210	22,940	27,280	29,940	28,025	28,700	25,210	22,500	22,900	31,280	22,700
28th.....	20,310	21,600	22,080	28,640	29,900	27,250	27,700	34,480	22,600	22,275	22,350	22,700
29th.....	20,380	21,600	22,080	28,640	31,850	27,540	28,500	22,500	22,500	22,500	22,500	22,700
30th.....	21,880	20,760	27,710	29,110	27,350	27,350	24,720	22,810	32,320	22,500	22,500	22,500
31st.....	20,210	23,700	23,700	23,700	23,700	23,700	37,280	24,610	22,600	22,600	22,600	22,600
Total.....	724,510	817,870	730,910	812,820	861,585	891,810	872,477	857,180	736,270	740,565	728,940	764,190

ANALYSIS.

Total Number of Copies Printed Daily and Sunday.....	9,537,887
Sunday Average.....	33,738
Total Number of Returns for the Entire Year.....	135,593
Daily and Sunday NET Average.....	26,131

By a careful examination of the figures in January and December, it will be seen that the approximate gain in circulation during the year is, for the Daily issue, 3,000 copies; for the Sunday issue, 6,000 copies.

STATE OF CALIFORNIA,
 COUNTY OF LOS ANGELES, } ss.

Personally appeared before me, HARRY CHANDLER, Vice-President and General Manager of the Times-Mirror Company, who being duly sworn, deposes and says that the daily bona fide editions of THE TIMES for every day of the year, ended December 31, 1898, were as above.
 (Signed), HARRY CHANDLER.

Subscribed and sworn to before me this 25th day of January, 1899.

[SEAL.]

Notary Public in and for the County of Los Angeles, State of California.

NOTE.—Figures in bold face type in the above table show Sunday circulation.

The average net daily sworn circulation of THE TIMES for the past eight years, ending in each case on September 30th, is shown below:

1890.....	6,762	1894.....	13,314
1891.....	8,223	1895.....	14,581
1892.....	10,296	1896.....	17,732
1893.....	12,208	1897.....	18,719

WILLIAMS & LAWRENCE,

ADVERTISING MANAGERS,

59 Tribune Building, New York City.

87 Washington Street, Chicago.

ON REAL ESTATE AGENTS.

PHILADELPHIA, Feb. 14, 1899.

Editor of PRINTERS' INK:

It has always been a puzzle to me why so many otherwise bright business men, when they have a property for sale or rent, will content themselves to place it in the hands of a real estate agent who simply enters it on his books, knows it's there, and thinks no more about it, until, perhaps, some one comes in who has seen the sign on the property. That is one particular reason why there are so many vacant houses and lots. Nowadays, to conduct a successful real estate business, it requires constant energetic hustling and advertising; and the man who intrusts his property to the real estate agent who enters it in his books and puts up a sign on the premises, doesn't stand as much show of having it sold or rented as if he had placed it in the hands of an enterprising agent who keeps his client's properties before the public through the medium of the newspapers. It is safe to say that eight out of every ten properties are disposed of through the papers at the present day. The moral of this is, that if you have a property for sale or rent, select the agent whom you think will show the most enterprise and who will give publicity to your realty in a liberal and attractive manner.

FRANK MARIS TYSON.

A BALTIMORE MAN'S FANCY.

BALTIMORE, Md., Feb. 7, 1899.

Editor of PRINTERS' INK:

Just a few words of suggestion, dear editor. This is pre-eminently a century of trusts and combinations. Now, should two, or even in some cases, more than two firms, advertising extensively, join hands, would they not gain nearly as good results, and with one-half the money hitherto expended? Granted that the *Sen Sen* or *Sozodont* advertisement be read, it would, in my opinion, be read with as much consideration, and accomplish as good results, if worded somewhat as follows:

Szodont cleans the teeth,
Sen Sen sweetens the breath,
 The combination is delightful.

Again,

Mum's Extra Dry for the evening's enjoyment;
 Bromo-Seltzer for the morning's relief.

Trusting to hear other opinions on the matter, I beg to remain, yours very truly,

F. MIRON WARRINGTON.

A SALEM ADMIRER.

SALEM, Feb. 6, 1899.

Editor of PRINTERS' INK:

Four years ago I ventured into the profession of advertisement writing. My sole equipment was some literary talent. Progress was slow until *PRINTERS' INK* came to my notice. It showed where I was weak, and pointed out the way to better results. Now, I can no more do without my weekly copy of *PRINTERS' INK* than a sailor can navigate unknown seas without his chart and compass. *PRINTERS' INK* is my guiding star over the everchanging waters of publicity. It teaches me that clearness, simplicity and truth characterize the model advertisement. Yours truly,

FRED. GOLDSMITH WALKER,
 Adv. Manager C. H. & J. Price, Progressive
 Druggists, Salem, Mass.

THE METROPOLIS' APPROVAL.

The advertiser of an article designed for general distribution should first cultivate the New York field. It is easier to make your goods "go" elsewhere if you win the approval of the metropolis first.—*The Advertising Man.*

A PROUD STAR.

Eastern office of
 THE KANSAS CITY "STAR."
 NEW YORK, Feb. 16, 1899.

Editor of PRINTERS' INK:

In acknowledging the receipt of the Sugar Bowl, I wish to express on behalf of the Kansas City *Star* its high appreciation of this trophy and what it stands for.

It is no small distinction to be adjudged, after a painstaking examination and careful weighing of evidence, by the most competent authority in America, the newspaper published west of Chicago which gives advertisers best service in proportion to the price charged.

PRINTERS' INK's souvenir is one to be highly prized, and the *Star* is proud of its possession. Very truly yours, FRANK HART.

BRITISH AND AMERICAN.

In spite of the large extent to which British articles are advertised in America, there are quite a number that are never heard of in the United States. For example, there is Cadbury's Cocoa, which is advertised quite liberally, and Izal, a domestic disinfectant. Bovril is well represented in the advertising pages of London periodicals and Lazenby's Soup Squares receive very clever attention. Cockle's Anti-Bilious Pills seem to be very familiar to the British public, to judge from the extent of advertising done, and Allen & Hanbury's Cod Liver Oil must be consumed by millions if the quality of publicity obtained by the article is any indication. None of these articles are known to our own publications. On the other hand, many articles with which people in the United States are familiar, are well provided for among British advertisements. Richmond Gem Cigarettes receive good treatment; Mellin's Food makes an appeal to the infants of Great Britain in rather modest style, which is somewhat improved on by the proprietors of the California Syrup of Figs, who have a permanent office in London. Maypole Soap, whose advertising in America has been recently begun, makes a striking showing in London papers, and the Columbia Bicycle, as might be expected, is in evidence. The Blaisdell Paper Pencils are advertised in a number of papers and Cuticura is not permitted to be forgotten. Carter's Liver Pills are also in evidence and the Christy Bicycle Saddle makes an effort to contribute to the comfort of British wheelmen. Fountain Pens are advertised quite liberally by Mabie, Todd & Bard. The business in Great Britain of this firm seems to have been favorable to the continuance of newspaper publicity. The concern was originally a New York house and advertised in magazines for quite a time. Eventually it disappeared as an American advertiser although the business is still continued by the old firm, or its successors, in New York.—*Fourth Estate.*

THE VALUE OF ILLUSTRATION.

There is nothing that adds more to the attractiveness and value of an advertisement than to have it well illustrated. A picture tells the story much more quickly than words. A few well-drawn hats to illustrate a hat sale, for instance, is the next best thing to being able to show the hats themselves. You may talk for an hour about a hat, and convey less impression than even a hurried glance at a picture will give. For this reason successful advertisers use illustrations whenever it is possible. Pictures attract people's attention. Many busy people pass over a plain display advertisement without giving it a thought. The minute they see a picture they pause to see what it is, and ten chances to one they read the advertisement. —*Perth Amboy (N.J.) Republican.*

TESTIMONY MULTIPLIES

The constant users of its space are the most pronounced in their views as to the value of the advertising columns of

THE EVENING BEE

SACRAMENTO, CAL.



Albert Elkus
OPP-PLAZA.



General Outfitter

Sacramento, Cal. Jan. 27, 1899.

James McClatchy & Co.,

Publishers The Bee, City.

Gentlemen:- At the commencement of the new year, permit us to acknowledge our satisfaction with the results derived from our use of The Bee's advertising columns during 1898. We have depended almost entirely on properly backed newspaper advertising for promotion of our business, making it our policy to be always before the reading public. The constant and satisfactory increase in our trade from year to year is sufficient vindication of that policy.

We regard The Bee as one of the best advertising mediums on the Pacific Slope. There is not, in our judgment, a paper in the entire country which has done so much to elevate the standard of advertising or which gives better returns to advertisers.

Very truly yours,

Albert Elkus

The Steady Increase in Local Advertising

Carried by THE BEE is in itself one of the strongest indications of THE BEE's worth as a medium. For rates, samples, etc., address

E. KATZ, Eastern Agent, Temple Court, N.Y.



FARM AND FIRESIDE enjoys the proud distinction of being America's greatest agricultural journal. For years it has carried its full share of general advertising because it has invariably given great results.

As a mail-order medium it is doubtless without an equal among the rural constituency. In this respect it actually surpasses competitors and all magazines.

Among the many mail-order houses now using Farm and Fireside are Sears, Roebuck & Co., Julius Hines & Son, Alfred Peats & Co., Beethoven Organ Co., Cornish & Co. and others equally prominent. One man got nearly 40,000 replies from a page ad one time.

Sworn 1898 circulation, 323,025 copies per issue. Advertising rate, \$1.60 per line, with discounts for bulk space.

MAST, CROWELL & KIRKPATRICK, Publishers

NEW YORK
108 Times Bldg.

SPRINGFIELD, OHIO

CHICAGO
1529 Marquette Bldg.

FARM & FIRESIDE

THE MAIL ORDER MARVEL

THE STORY OF A FUNNY OLD MAN.

The Brown Shoe Company of St. Louis publish in the *Shoe and Leather Gazette* the picture of an old farmer and the following verses:

This isn't the picture of the man
Who fought at Waterloo,
Or charged, upon his foamy steed,
Balaklava's valley through.
He didn't vote for Jackson,
And wouldn't if he could,
And he wasn't raised to manhood
On some patent baby food.
He wasn't the first pioneer
To settle on the spot,
And smooth the path for liberty
And all that tommy-rot.
'Twas not his wont to milk the cows
Where now St. Louis stands;
And it wasn't Jones' lotion
Took the seed warts off his hands.
When young he never lifted
A load that weighed a ton;
And 'twasn't his fist belligerent
Struck Billy Patterson.
He is not numbered with the wise
On Fame's immortal hills
Who gave their lease of life a lift
With Dosem's liver pills.
With careless disregard for fame
This hale old man and good
Wears shoes that bear the *5*
And keeps on sawing wood.

A CHICAGO SUGGESTION.

It is very easy to plan one's advertising for the whole season at the beginning, and it removes all the worry and uncertainty from the advertiser afterward. When an advertiser has his advertisements all prepared and arranged in advance it does not necessarily follow that he can not make changes that business conditions make necessary, any more than it follows that an architect can not make changes in a building he has designed as the building progresses; but the advertiser who has arranged his plans thoroughly at the beginning will make his changes subsequently with a clear idea of the effect upon his entire plan, and his changes will usually be in the direction of improvement rather than a helter-skelter rush to keep the work going.—*Advertising Experience.*

ONE VIEW.

There is too much use of mere picture and name in magazine advertising at present instead of the argument and convincing statement that should properly be used to sell goods. An advertisement is, after all, nothing more than an advance salesman, and what it says should be practically what the salesman would say in the first moment of his interview with a prospective customer. No salesman would go into a man's office or a lady's parlor and shout out the name of the article he had to sell, and then take his departure. He would at least make some brief statement of the merits of the goods.—*Advertising Experience.*

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

A NO. 1 collector wants offer. Husler. Evenings for study. "BOX 484," Manchester, N. H.

EXPERIENCED reporter and editor, 23, wants change. Hard worker. "HAL," Printers' Ink.

METROPOLITAN n'w'p'r man, energetic, aggressive, invites offers. "X.B.," Printers' Ink

WE buy, rent and sell letters replying to ads. PRESS LETTER EXCHANGE, Sta. E. N. Y.

PERFECT half-tone cuts. 1 col., \$1; larger, 10c. per in. ARG ENGRAVING CO., Youngstown, Ohio.

WANTED—To dispose of advertising space in annual publication, to reliable advertising agency or solicitor. Lock Box 499, Alpena, Mich.

ADVERTISING Ideas Wanted. New suggestions on illustrating and writing advertisements for silverware. "MANAGER," Box 763, Meriden, Conn.

WANTED—Case of bad health that R-I-P-A-N-S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

I WANT full file PRINTERS' INK for 1893. Also want several numbers of 1894, 1895, 1896 and 1897. State fully what numbers you have and price. Address Box D, Charleston, Ill.

STAMPS wanted—Uncancelled U. S. postage and revenue stamps bought at a small discount. Any quantity. Write or call. CHAS. WEIL & CO., Bankers and Brokers, 421 Broadway, N. Y.

ESTABLISHED Chicago trade paper wants in Greater New York successful advtg. man, for full or part time. Salary or commission. Also space writer. References. "CL," Printers' Ink.

NEW ENGLAND man wants \$7,500 to establish business near Boston, pays 25 per cent yearly on capital. Is manager under yearly contract, had 9 years' experience. Box 703, Rochester, N. Y.

WANTED Two linotypes. Must be in good condition, with matrices for seven and eight point type. Send full description and cash price to "COUNTRY PUBLISHER," Carnegie, Pa.

AGENTS in every town and city to handle the greatest encyclopedia of advertising ever published, and sold on a brand new proposition. Good pay. Address "PUBLICITY," Box 668, Columbus, Ohio.

HALF-TONE price list. Work guaranteed. Send good photo. One col., \$1 each, \$5 per half dozen; two col., \$2 each, \$10 per half dozen. Larger cuts, ten cents per inch. Ask for samples. BUCHER ENG. CO., Columbus, Ohio.

WANTED—A man with experience in advertising, to solicit ads and manage the English advertising department of a progressive Montreal paper. A good salary will be paid to the right man. Address, with references, L. J. TARTE, Mgr. La Patrie, Montreal, Can.

SITUATION wanted as advertising manager or solicitor on a good daily or trade paper. Past five years advertising manager of a leading daily in New York State. An A. No. 1 man. Best of references from past and present employers. Address, "MANGER," care Printers' Ink.

STOCK Embossing Plates for stationery; sixty new designs covering all the principal mercantile lines; each in two sizes; sold on our plan as low as 30 cents each for the printing and embossing plates; a bonanza for printers. Send for full particulars. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

A YOUNG man, owning a first-class photo-engraving and zinc etching plant, now running it himself in all its departments, will connect it with some first-class newspaper wishing to illustrate its editions. New York State preferred. Salary reasonable, including outfit. Address "HALF-TONE," care Printers' Ink.

FIRST-CLASS newspaper man, trenchant and forceful writer, possessing exceptional executive ability; an earnest worker, thoroughly competent in the art of "making" a newspaper; young man; with an experience on leading papers of the country; desires a position of managing news or city editor on enterprising daily paper. Address "SMITH," care Printers' Ink.

PRINTERS' INK desires a young man as assistant in its editorial department. He should have some facility in expressing what he is told to write, be intelligent and energetic and be willing to turn his hand to whatever may be required to be done. If he knows something about advertising, and can take dictation in shorthand, or can operate a typewriter, so much the better. Applications are solicited by mail that state age, capabilities and salary expected. Address PRINTERS' INK, 10 Spruce St.

PRINTERS.

IF you are a believer in printing that makes a hit, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.

SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

MAIL ORDER CATALOGUE.

I WILL supply a duplicate set of electroplates of a large 1899 general merchandise catalogue at one-fourth the cost of producing the original plates, 320 pages. Correspondence invited. Sample catalogue 15 cents. A. H. MONROE, 34 Dearborn St., Chicago.

ILLUSTRATORS AND ILLUSTRATIONS.

BEST collection $\frac{1}{2}$ -tone and line cuts in U. S. Catalogue 10c. SPATULA PUB. CO., Boston.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

RETAILERS looking for clean cut, attractive illustrations should send stamp for new cut sheet. Cuts made to order. J. ANGUS MACDONALD CUT AND AD SERVICE, World Building, New York.

BILLPOSTING AND DISTRIBUTING.

ADVERTISING Samples distributed and cards tacked up cheaper than ever. For particulars address FRED FISHER, Malaga, Cal.

ADVERTISING matter distributed directly in the homes of 350,000 people living in the best part of the "Empire State of the South." All work has our personal supervision. We employ only "intelligent men." We are satisfied our system will be as profitable to you as it has to others. We also do sign tacking. References furnished. Address EDW. B. BRIDGER'S ADV. CO., Atlanta, Ga.

MISCELLANEOUS.

WE will send you two ounce samples of as many or as few of the finest wines and liquors in the market for 10 cents per sample. C. E. SWEZEY, with Brotherhood Wine Co., N. Y.

KNIGHT TEMPLAR and SHRINER Address Cards. Largest variety in the country. Five hundred beautiful designs. All societies. Inclose stamp for samples. THE MILTON H. SMITH CO., Rochester, N. Y.

FLORIDA BALSAM GUM for bronchial troubles, colds, grippé, prepaid 25 cents. J. K. HILL, Picolata, Fla. Pub'rs and adv. agents inserting foregoing as reading notice, sending marked copy with 10c. postage, get free sample.

FOR SALE.

FOR SALE—Ten R-T-P-A-N-S for 5 cents at druggists'. One gives relief.

COX DUPLEX PRESS for \$1,200. Splendid condition; prints and folds four seven-column pages, or eight six-column pages, at 2,000 complete papers per hour; also six pages by feeding in supplement sheet. Here's a big snap for some publisher. Send for descriptive circular to REGISTER-GAZETTE CO., Rockford, Ill.

ESTABLISHED clothing and shoe business for sale. Sales in 1898, \$24,000. Located in county seat town of 4,000 inhabitants in the corn belt of Illinois. Stock clean, fixtures modern, lease for two years. One other clothing stock in town. If you are looking for a permanent money making business, address, Lock Box 457, Paxton, Ills.

CHANCE OF A LIFETIME. Patent medicine business for sale. Owner compelled to make sacrifice for satisfactory business reasons. Well established, widely advertised and paying. The preliminary work has been done, the first outlay made, and the business is now ready to earn money. Advertising contracts paid in advance, with two hundred newspapers, for large space, will be turned over to purchaser. Remedies of wonderful merit. Hundreds of testimonials. The best thing of the kind in the South. \$5,000 cash required. Write to-day for particulars if you are prepared to buy. FRABTREE'S AGENCY, Chattanooga, Tenn.

STEREOTYPE OUTFITS.

STEREOTYPE outfits \$15 up; new method; plates like electros. Also cheap cut making process; no etching. Circulars for stamp H. KAHRIS, 240 East 33d St., New York.

BUSINESS CHANCES.

DRUG MEN, ATTENTION.—For sale—one of the best drug stores in the city of Denver. The best stock, finest fixtures and controlling the best trade. Sales \$38,000 per annum. Can be increased largely. Cheap rent; long lease. Fixtures cost over \$3,500. Will sell for \$12,000. Stock invoices \$12,000. Will sell all or any portion. For full particulars and reason of selling this excellent business, address "I. B. R. CO.," 611 Kitteridge Building, Denver, Colo.

ADVERTISING MEDIA.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 8c. line. Circ'n 4,000. Close 24th. Sample free.

AERICAN HOMES, Knoxville, Tenn.; 1 yr. \$1, including 40-word ad. Disp. 15c. ag. line.

REPUBLIC JOURNAL, Littleton, N. H. 2,800 circulation. Linotype composition. Send for rates.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

"PUBLICITY," the journal for advertisers, demonstrates monthly by precept and example how the brightest advertisers in all countries achieve the best results. Highly commended by the American advertising press. Wide world sub-crip-tion list. Only 50 cents yearly from MORRISON'S ADVERTISING AGENCY, Hull, England.

ABOUT seven eighths of the advertising done faults to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. F. ROWELL ADVERTISING AGENCY, 16 Spruce St., New York.

ADVERTISING NOVELTIES.

AD novelties. Agents wanted, men and women. CLASP CO., Buchanan, Mich.

WATCHES for adv. purposes, 75 cts. up. Cat. free. CANTON CO., Eastport, N. Y.

AD Novelty—A winner—Arouses curiosity. Sample, 5c. "PATTON," 80 Dearborn, Chicago

FREE sample mailable bill books. Business builders. AM. BILL FILE CO., Ft. Wayne, Ind.

TYPE substitutes at almost type rates. An original design and engraving for your business card \$3.50. E. H. PFEIFFER, 3 Chambers St., New York City.

LOW Price Advertising Novelties with genuine merit. Something new every day. Write for samples and catalogue. THE WHITEHEAD & HOAG CO., Newark, N. J.

MONTHLY Card Calendars for news offices doing job printing. Great helpers to more business. Samples and prices for stamp. COURT PUB. CO., Rochester, N. H.

PRINTERS—Learn gold leafing and embossing by a new process. Any printer can do it. Sample and particulars for stamp. ACME L. P. CO., 130 E. 3rd St., Cincinnati, Ohio.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

"DEPARTMENT STORE MAGAZINE AND GENERAL STORE REVIEW," Special issue. $\frac{1}{2}$ regular rate—page \$15, $\frac{1}{2}$ page \$8. Send copy at once. DEPT. MAG., 336 Dearborn, Chicago

WARNING! The American is the only patented mailable bill file. All parties making use of or distributing an advertising bill file infringing our patent will be held for damages, as well as the manufacturers of same. AMERICAN BILL FILE CO., Fort Wayne, Ind.

Courier-Journal.

MORE THAN DOUBLE THE CIRCULATION
OF ANY OTHER MORNING PAPER
IN KENTUCKY.

Y MORNING, AUGUST 20, 1898—TWELVE PAGES

PRICE THREE CENTS

Courier-Journal.

SECTION 1 EIGHT PAGES.

SUNDAY, AUGUST 14, 1898

SUNDAY PRICE FIVE CENTS

TWICE-A-WEEK

LOUISVILLE JOURNAL.

ONE DOLLAR A YEAR.

SATURDAY, AUGUST 20, 1898.

NEW SERIES---NO. 67.

LOUISVILLE TIMES.

LAST EDITION.

SPORTING SPECIAL.

FRIDAY, AUGUST 19, 1898

PRICE TWO CENTS

of Day to the LOUISVILLE COURIER-JOURNAL.

LOUISVILLE COURIER-JOURNAL celebrated its thirtieth birthday—thirty years of the best kind of work in the troublous

that started out to defend. These are its principles to-day. It has helped to heal the new South come into being. It has helped to heal the shoulder to shoulder with offsprings of "boys in blue" before Santiago and Manila. Under his editorship his paper has commanded respect even from those of pride. When on November 8, 1868, the amalgamated period of a newspaper man to the bone. When on November 8, 1868, the amalgamated LOUISVILLE COURIER-JOURNAL made its first appearance it did so sturdily supporting a high journalistic ideal. The be filled with justice, tolerance, political honesty were to be supported. The paper's absolute moral

LOUISVILLE COURIER-JOURNAL started out to defend. These are its principles to-day. It has helped to heal the new South come into being. It has helped to heal the shoulder to shoulder with offsprings of "boys in blue" before Santiago and Manila. Under his editorship his paper has commanded respect even from those of pride. When on November 8, 1868, the amalgamated period of a newspaper man to the bone. When on November 8, 1868, the amalgamated LOUISVILLE COURIER-JOURNAL made its first appearance it did so sturdily supporting a high journalistic ideal. The be filled with justice, tolerance, political honesty were to be supported. The paper's absolute moral

Swam, Month Ending Dec. 3, 1898, - 33,384

PECA AGENCY, : : NEW YORK AND CHICAGO.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure: display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. BEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, FEB. 22, 1899.

The Kansas City *Star* got the Sugar Bowl.

The fashion of advertising to send articles without any payment, the recipient to pay for them after a specified time, if they prove satisfactory, seems to be spreading. Quite a number of medicines are now advertised in this way. The McClure & Doubleday Company of New York adopts a similar policy in the sale of its books, and recently told the Little Schoolmaster that the arrangement had proven eminently satisfactory. The mere offer to send goods on such conditions appears to engender confidence, so that many send their money without taking advantage of them. The danger from dishonest inquirers seems to be almost non-existent.

Advertising Experience of Chicago is a beautiful magazine mechanically. It is printed on an excellent quality of paper. It is illustrated with good half-tones. Its presswork is faultless. The reading matter is interesting and suggestive. Everybody who talks of this publication takes occasion to wonder how it can be gotten out for a dollar a year, ten cents a copy. The reason, perhaps, lies in the fact that its publishers refrain from wasting their substance in supplying the periodical to people who do not put up the price. A small circulation is always a requisite of success for a highly artistic publication. *Advertising Experience* is looked upon by its loving parent with affectionate pride.

The *Middleman* is the name of a dollar a year monthly published by D. H. Anderson, 112 Dearborn street, Chicago, "in the interest of publishers of and advertisers in Catholic magazines and newspapers." Apparently this is another PRINTERS' INK chick, although the Little Schoolmaster found it hard to recognize the latest addition to his family.

The *Billboard* (Cincinnati) of February 1st publishes a photograph of a new style of "kiosk" or German billboard invented by Hartl & Pierling, city billposters of Munich. The original is about sixteen feet high and weighs 4,620 pounds. Such a column will hold about thirty square yards. PRINTERS' INK doubts whether the use of a contrivance such as this is really an improvement on the American style of utilizing boards and fences, which calls for no extra room, whereas ground must certainly be set aside for such a column, unless, indeed, lamp-posts or electric light poles are drafted into service.

If a newspaper sells five thousand copies a day, every buyer has a chance to look at every advertisement in the copy he has purchased. If five thousand persons ride in a certain car each day that fact does not by any means indicate that five thousand people will be given a chance to look at a certain street car card. The car may contain thirty cards, but not more than five of these are convenient to the sight of the average traveler. The others are entirely out of his range of vision. The conclusion is that if five thousand people ride in a car, the "circulation" of a card attainable in that car is about one thousand pairs of eyes. Sometimes the would-be reader in a car does not get a chance to read even a single card. People stand before him holding straps to keep from falling, and in no condition to consider the advertisements before them. If "three hundred thousand people ride in the elevated roads each day," it is safe to assume that not more than fifty thousand are given a chance to read the cards; and this fifty thousand is again divided into groups, because people can not see the cards not almost immediately in front of them. When the street car advertising men say "three hundred thousand circulation" they mean that that number of fares is collected daily.

NOT all advertising that pays pays as it ought to.

THAT the best things are the cheapest applies as readily to advertising space as to any other commodity.

WANAMAKER's full-page advertisement in the Philadelphia *Record* of February 14th was a veritable curiosity of advertising. It does not mention goods or prices, being entirely devoted to the facilities of the establishment. Aside from dilating on the size and assortment of the stock, it tells of the store's five waiting-rooms, its picture gallery, its furnished rooms, showing how furnishings look in actual use, its branch post-office, its bureau of information, where questions as to arrival of trains, points of interest, etc., in city are answered, its cable, telegraph and telephone offices, its facilities for checking wraps and parcels, and its lost-property room. A list of the several hundred towns to which parcels are delivered free is also given. To cap all, the following letter is published as part of the advertisement:

Mr. John Wanamaker:

DEAR SIR—I was numbed, disheartened, and if I must own it, a trifle bewildered yesterday, when on alighting from a train, and failing to meet the friends I had expected to find at the station, I found myself lost in the snow. But fortunately the north wind caught me up and blew me into your store. And this hasty note is an expression of my grateful feelings.

I know by the newspapers that you have a Department of Public Safety in Philadelphia, but I know of no Department of Public Comfort, save that afforded by your store; and none anywhere to rival it in the great comfort-essentials.

I found first of all a bearable temperature, which, with the accessories of birds in song and plants in bloom, was more suggestive of a day in Florida than in the heart of snow-bound Philadelphia. Next I found a waiting-room in which to rest, catch my breath and collect my wits. I was laden with wraps, but thanks to a polite attendant I checked them and got them off my back and mind.

In short, by the exercise of eyes and tongue I found close to my hand more conveniences than I have found in some hotels, and as many as modern science has been enabled to provide in any capital of the world. With the help of the telephone I found my friends, who soon afterward found me, and in the meantime I was refreshed and strengthened against the blizzard by a comfortable lunch.

I suppose all these conveniences are familiar enough to Philadelphians, but the case was different with a woman from the country; and I can not help wondering where I would have turned for rest, refreshment, shelter and time to gather myself together, if it had not been for the refuge of your store. Of course I have heard for years of Wanamaker's as a shopping center. To my mind it has another aspect—as a resting center and a sanctuary from stormy outdoors. It is because of its value to me in the memorable blizzard of yesterday that I sign myself. Gratefully yours, ———

GLASSCOCK & Co., patent attorneys of Washington, D. C., issue a cloth-bound book called "How to Make Money By Invention," which PRINTERS' INK assumes is distributed gratuitously to advertise the firm. If it is, it makes very excellent advertising matter, being full of articles about matters of great interest to potential inventors. The Glasscocks are evidently level-headed men, since they tell their readers that "PRINTERS' INK is of inestimable value to all inventors who are interested in advertising their inventions."

"DIGNIFIED SILENCE."

Reprinted from PRINTERS' INK of Oct. 16, 1895.

It is well understood on all sides that the practice of the Newspaper Directory of publishing circulation ratings is a thorn in the side of nearly every newspaper. Few publishers are willing to oppose the practice openly, but there are probably not twenty newspaper men in America who would not sign the death warrant of the American Newspaper Directory, if it could be done in the dark. Advertisers, however, value the information that the Directory gives, and the people who invest two hundred million dollars annually are entitled to know something about what they are buying. They need information about circulations just as much as the wholesale dealer requires the commercial reports furnished by the mercantile agencies concerning the financial standing of those who seek to obtain his goods.

As an illustrating need, it may be said that there are some persons who believe and assert that the actual daily editions printed by the Boston *Herald* have for a considerable time been about 60,000 less than the issue claimed in figures published at the head of its columns; and that after the recent shake-up in that office, the new manager being neither willing to continue to publish false figures nor to begin to print true ones, compromised by putting in the "High Water Mark" (533,140) reached one day several years ago, and so lets it go at that. The editor of the Newspaper Directory was not able to obtain any statement from the *Herald* office for his last edition in such a form as would permit of the usual guaranty of its accuracy.

ADVERTISED GOODS ARE CHEAPEST AND BEST.

At a recent meeting of the Sphinx Club, a New York organization of advertisement sharps, the question under discussion for the evening was whether advertising does or does not increase the cost of goods. An interesting letter from Mr. E. W. Bloomingdale, of the great department store of Bloomingdale Bros., was read. It is reproduced below for the reason that to the members of the Sphinx Club who listened to it it appeared to be a particularly able and well-expressed argument.

NEW YORK, February 2, 1899.
Mr. F. James Gibson, Secretary, Sphinx Club, 30 Flatbush Ave., Brooklyn, N. Y.:

MY DEAR SIR—Your letter of January 25th would have had a more prompt reply had I not assumed that my answer would be in time, provided it reached you before the 8th.

I understand your proposition to be confined to the question, "Does advertising increase the cost of goods?" and that you do not care to consider the question as to whether advertising increases the percentage of expense of merchandising. Thus strictly considered, my answer, based upon my judgment, must be in the negative. The term "cost of goods" comprehends the price paid for the same, including such additional outlay thereon as is required to acquire the same, prepare it and present it to the public. In such additional expense would be included, for example, cost of buying, freight, packing cases and packing, together with the handling of the goods before they actually reach the counter. When merchandise has reached that point, it is there for the public to buy it on the basis of cost represented in these items. Cost is described by Crabbe, in distinguishing between cost and expense as being "what an article occasions to be laid out." Expense, on the other hand, is that which is actually laid out. If the expense incurred in advertising were eliminated, the cost would not be reduced, and if the advertising increases the amount of business done, the per cent of expense would not be added to, although the volume of expense would be. It is an accepted fact that after a certain minimum is reached every additional dollar of business enables the merchant to accept a smaller percentage on his entire volume of business. If the additional business brought by advertising adds to that minimum to a sufficient degree, the result is a reduction in the percentage of expense growing out of an outlay which not only does not add to the expense to the consumer, but results in actually reducing the price below that which it would be necessary to ask on that smaller volume of business which might result from an absence of advertising.

I have tried thus to consider the matter briefly in relation, both to the dealer and consumer, because your inquiry does not indicate from which standpoint you intend to have the matter discussed. Advertising being an inexact science presents this syllogism. First, advertising has been extensively indulged in by dealers within the past fifteen or twenty years. Second, within the past fifteen or twenty years merchandise has been sold at a far less cost than theretofore. Q. E. D. The development of advertising has reduced the cost of merchandise. Very truly yours,

E. W. BLOOMINGDALE.

The conclusion at which Mr. Bloom-

ingdale arrived is, in the opinion of PRINTERS' INK, the only conclusion at which any careful, thoughtful, sensible, well-informed business man can arrive.

CATHARTIC ART AND DYSPEPTIC RAPTURE.

Mr. Kascaret Kramer, of Indiana Mineral Springs, thinks the following article shows that street car advertising makes an impression when it brings out a good story like this from one of the most prominent writers on the staff of the *Chicago Evening Post*—see issue of January 31, 1899.

Although we are in hearty sympathy with the indignant protest of the women's clubs of Illinois against "the common, indiscriminate and all too often immodest use of woman's face, form and figure as an advertising medium," and believe truly that it "not only lowers the standard of her womanhood but degrades the high ideal for which she was created," we hope the proposed bill of restraint will not be too sweeping. For our part, we incline to the belief that the picture of a pretty woman decorously attired is a pleasing solace to the gentleman going to or returning from business, and we confess that we have often gladly neglected the newspaper on the street car for the more stimulating refreshment of a long look at the lady reclining in slumber on a watermelon rind, pending a promised convulsion in her internals, or at the representation of the charming girl gazing in soulful adoration at the table. Such things are a necessary part of our artistic education, for we can not spend the time every day to run down to the Art Institute, where the standard of womanhood and high ideals, as represented on canvas and in statuary, are not always mentionable in the presence of Mrs. Boffin. The attempts of Mr. Yerkes to supplement the artistic endeavors of Mr. French are wholly praiseworthy, and we are profoundly grateful to him for his conservative ideas of modesty and becomingly dressed art. We feel that the women's clubs do not include the portable picture galleries in their sweeping denunciation, and that they will specially exempt Mr. Yerkes from their just wrath in defense of true womanhood and lofty feminine ideals. If we may suggest to the ladies we shall call their attention to that awful caricature of a female creature on the billboards, attired in a high hat, cut-away coat and bloomers. Forever damned be the artist who degrades womanhood by putting even a female creature in bloomers! Save for us our lady of the watermelon rind and our madonna of the tables, but destroy the malignant goddess of the bloomers!

If all the advertisements relating to physical ills were removed from the newspapers and magazines, how much advertising would remain?

THE Health Food Company of New York, in advertising its wheat preparation, "Mazama," uses as a catch phrase the sentence, "The Pure Gold of Nutriment," which seems expressive and appropriate for an article made from the whole wheat.



My Colored Cards

are attracting a great deal of attention. The shades are bright and cheerful. The designs are neat, but bold enough to catch and firmly hold the attention. The ideas are clean cut and easily understood. There is nothing about them to lower the dignity of any concern and yet their excellence invariably causes a smile of approval. The mere fact that they are so simple adds a hundred per cent to their strength. There is no over elaborateness to obscure the trade winning idea. They talk common sense forcibly, and a series of them will help your business. They are the acme of good advertising and they cost very little.

I write, illustrate and print them in three colors (the card being a different shade from either gives a four color effect) at the following prices:—

1,000 of one design for \$35.

2,500 for \$48.

5,000 for \$70.

10,000 for \$120.

A lower price can be made where a series of 6 or more designs are ordered at one time. Special prices on two color work.

The writing and illustrations are original, designed particularly for the person giving the order; each sketch is shown to you before printing and no two customers get the same thing. The cards are 6 ply, of good finish and tint, $4\frac{1}{2}$ by 8 inches in size. I have recently sent out a number of them but if you have not received any and would like to see them before you order, write to me and I will send you samples.

Chas. H. Jones

Address, Suite 42, World Building,
New York, U.S.A.

Writer, Illustrator and Director
of Advertising.

QUEER THINGS SEEN WITH YOUR MIND'S EYE.

That we sometimes see with our minds as well as with our eyes is brought out interestingly by Joseph Jastrow in the current *Popular Science Monthly*. The following sections, with their illustrations, afford striking examples of the tricks our eyes sometimes play on us:

True seeing, observing, is a double process, partly objective or outward—the thing seen and the retina—and partly subjective or inward—the picture mysteriously transferred to the mind's representative, the brain, and there received and affiliated with other images.

Illustrations of such seeing "with the mind's eye" are not far to seek. Wherever the beauties and conformations of natural scenery invite the eye

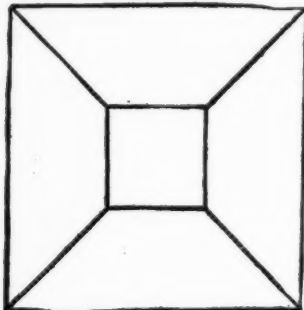


Fig. 1.

of man does he discover familiar forms and faces; Nature has rough hewn the rocks, but the human eye detects and often creates the resemblances.

This characteristic of human vision often serves as a source of amusement. The puzzle picture with its tantalizing face, or animal, or what not, hidden in the trees, or fantastically constructed out of heterogeneous elements that make up the composition, is to many quite irresistible.

There is an interesting class of illustrations in which a single outward impression changes its character according as it is viewed as representing one thing or another. In a general way we see the same thing all the time, and the image on the retina does not change. But as we shift the attention from one portion of the view to another, or as we view it with a different mental con-

ception of what the figure represents, it assumes a different aspect, and to our mental eye becomes quite a different thing.

A much larger class of ambiguous

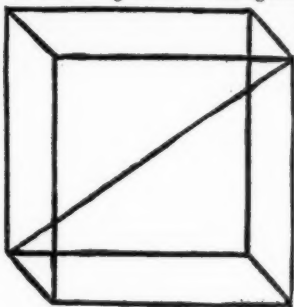


Fig. 2.

diagrams consists of those which represent by simple outlines familiar geometrical forms or objects.

If we view outlines only, without shading or perspective or anything to definitely suggest what is foreground and what background, it becomes possible for the mind to supply these details and see foreground as background and vice versa.

A good example of this is seen in Figure 1, which represents in outline a truncated pyramid with a square base. Is the smaller square nearer to you, and are the sides of the pyramid sloping away from you toward the larger square in the rear? Or are you looking into the hollow of a truncated pyramid with the smaller square in the background? Or is it now one and now the other, according as you decide to see it?

Here (Figure 2) is a skeleton box

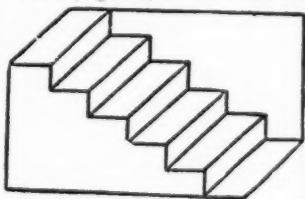


Fig. 3.

which you may conceive is made of wires outlining the sides. Now, the front, or side nearest to me, seems directed downward and to the left; again, it has shifted its position and

is no longer the front, and the side which appears to be the front seems directed upward and to the right. The presence of the diagonal line makes the change more striking; in one position it runs from the left-hand rear upper corner to the right-hand front lower corner, while in the other it connects the left-hand front upper corner with the right-hand rear lower corner.

Figure 3 will probably seem at first glimpse to be the view of a flight of steps which one is about to ascend from right to left. Imagine it, however, to be a view of the under side of a series of steps, the view representing the structure of overhanging solid masonry seen from underneath.

At first it may be difficult to see it thus, because the view of steps which we are about to mount is a more natural and frequent experience than the

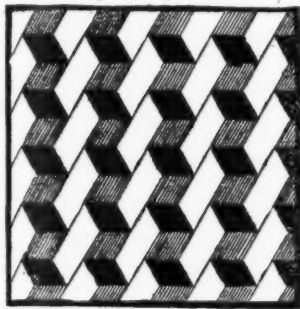


Fig. 4.

other; but by staring at it with the intention of seeing it differently the transition will come.

The blocks in Figure 4 are subject to a marked fluctuation. Now the black surfaces represent the bottom of the blocks, all pointing downward and to the left, and now the black surfaces have changed and have become the tops pointing upward and to the right. For some the changes come at will; for others they seem to come unexpectedly but all are aided by anticipating mentally the nature of the transformation. The effect here is striking, the blocks seeming almost animated and moving through space.

All these diagrams serve to illustrate the principle that when the objective features are ambiguous we see one thing or another according to the impression that is in the mind's eye; what the object factors lack in defin-

iteness the subjective ones supply; while familiarity, prepossession, as well as other circumstances, influence the result. These illustrations show conclusively that seeing is not wholly an objective matter, depending upon what there is to be seen, but is very considerably a subjective matter depending upon the eye that sees.

FRANK PRESBREY.

Mr. Presbrey's early years were spent in Buffalo and Washington. After finishing his course at Princeton he went West, and, after spending two years on a cattle ranch, went to work for the Atchison, Topeka & Santa Fe Railroad in its literary department. Subsequently he became Western passenger agent of the Denver & Rio Grande Railroad, having in his charge all of the advertising done by this company. His great ambition, however, was to get into the newspaper business, and after four years spent as manager of the Youngstown, Ohio, *News-Register* he conceived the idea of a weekly summary of the best articles taken from contemporary publications and dealing with subjects of every kind. This resulted in the publication of *Public Opinion*, at Washington, which created quite a stir in literary circles. It was Mr. Presbrey's first venture in publishing a paper of national circulation. In the course of time Mr. Presbrey became discontented with the restricted opportunities of Washington as a place for business, and looked with longing eyes toward New York. He came to this city five years ago, and took the management of the *Forum*, of which he had for some time been a director and stockholder. It was here he got his first taste of the advertising business, and found it so congenial that he decided to make it the occupation of his life. After a year's stay with the *Forum* he followed the natural bent of his mind and attached himself to the Frank Seaman Agency. It was here that he struck the keynote of his success. His literary training stood him in good stead, and he developed a faculty for writing commercial literature. It was a short step to the next venture, and, in less than two years he was fairly launched on his own account. From that time on his career has been unusual, even in this town. One by one the large transportation companies called him into service, until to-day he manages the bulk of the advertising for the North German Lloyd Steamship Company, the Hamburg-American Line, the Old Dominion Line, the Clyde Line, the Ward Line, and, among railroads, the Southern, the Chesapeake & Ohio, Delaware & Hudson, Central Railroad of Vermont, and others. The best books that these companies have published are his work. But it is not only the transportation business he monopolizes. He has lately reached out for business among manufacturers and merchants, and numbers among his customers such firms as the Globe Desk Company, the Columbia Graphophone Company, the Health Tobacco Company, Luxfer Prism Company, P. Ballentine & Co., Chas. Graef & Co., and others.—*Art In Advertising.*

BUSINESS can not be learned from books nor acquired at school. A theoretical course in business is only an introduction to its practice. It requires thorough training to make a successful business man. Employment in a prosperous and progressive establishment, affording as it does the opportunity for watching causes and effects, and stimulating a desire to excel in the duties imposed, is the only practical training school.—*Business.*

ENDLESS CHAIN IN BUSINESS.

The endless chain idea has been adapted to business with surprising results. If people will only take to it, they can buy a three-dollar pair of shoes for ten cents, a twenty-dollar overcoat for a quarter, and other things at equally low prices, while the dealers will shortly be able to retire with huge fortunes. The thing works this way: Suppose you want to get a pair of \$3 shoes for ten cents. You ask yourself if you have six friends or acquaintances who also wish to secure a pair of shoes for ten cents. You go to the office of the concern and pay seventy cents for a certificate with six coupons attached. These coupons you sell, one to each of six friends for ten cents, thus getting back sixty cents in cash of your investment and leaving you only ten cents out. Your friends have the same privilege you had of taking out certificates and selling their coupons. Each certificate is numbered and each coupon bears the number of the certificate of which it is a part, as well as a number of its own. On the back of the certificate are six ruled and numbered lines upon which the owner of the certificate writes the name of the friends to whom he has sold the coupons. His certificate must be full and paid up before he can draw the premium; that is to say, each of his friends to whom he has sold a coupon must have come to the office and taken out a certificate at sixty cents for his own account before the order for the \$3 pair of shoes will be given. When this has been done he gets an order for the shoes, or, if he prefers, he can have \$3 in cash. All he will be out will be ten cents. The concern will have received the seventy cents originally paid in by the buyer of the shoes plus sixty cents from each of six friends or \$3.60 in all, or a total of \$4.30 for a \$3 pair of shoes, which is a satisfactory profit. The friends may each sell six coupons to six friends, get their shoes and so help to swell the fortune of the promoter of the idea.—*N. Y. Sun.*

IT WOULD BE WASTED.

Hundreds of thousands of dollars are wasted every year in conducting advertising on wrong lines. For instance, if John Wanamaker were to confine his advertising to display announcements of "John Wanamaker, Philadelphia, dealer in everything required for man, woman and child or the house," or if Marshall Field & Co., of Chicago, were to pursue the same course, they would not materially increase their sales, no matter how much their advertising expenditures might amount to in this direction. They must tell day by day what they have to sell and the reasons for dealing with them. They must devise attractions for bringing people to their store.—*Advertising Experience.*

THE MAIL ORDER CENTER.

Chicago is known as the center for the mail order trade, having two of the largest houses of this character in the world. The bulk of this trade comes from the farm and country communities which are inaccessible to the facilities offered by a large city. It is easily explained why Chicago leads in this respect, for one has only to consider for a moment the wonderful recuperation of the agricultural West, brought about by good crops and good prices, to appreciate why it is becoming a veritable hive of new industries which have sprung up to cope with these conditions.—*Chicago (Ill.) Record.*

TRUE ENOUGH.

You will never give proper credit to your advertising, if you look only for direct and immediate returns. You will not see that that rattling good ad on parlor furniture sold a kitchen outfit; or that your smooth talk about carpets brought you a buyer for an extension table. The only place in which you can locate such results as these—and they should be many—is in the figures that show the increase of your business.—*Furniture Journal.*

Artistic Monuments for the Rich and Poor



Improvements Extraordinary

New and Elegant Designs for all Classes. A Monument that is **Strictly Everlasting**. No future expense for cleaning or care.

Quality

Is the first consideration in buying a monument. We have but one—the best. You run no danger of getting "poor stock." Our material is exactly the same for a five dollar marker as for a thousand dollar monument and is finished with the same care.

Be Progressive

Don't think you must buy marble or granite to get all moss-grown, crack, crumble and go to pieces—just because your grandfather did. It interested give us your address and we will send you valuable information, designs, etc., all without putting you under any obligations.

We deal direct and deliver anywhere in the U. S. Write at once. Special inducements **now** for spring orders. Address

The Monumental Bronze Co.,

354 Howard Ave., Bridgeport, Conn.

A VISITOR TO "PRINTERS' INK" ASKED: "OF WHAT MATERIAL ARE THESE MONUMENTS MADE? WHAT, APPROXIMATELY, DO THEY COST? ARE NOT THESE THE IMPORTANT ITEMS, WHICH SHOULD NEVER HAVE BEEN EXCLUDED FROM THIS ADVERTISEMENT? OTHERWISE THIS IS A PRETTY GOOD ADVERTISEMENT, IS IT NOT?" TO ALL OF WHICH THE LITTLE SCHOOLMASTER ANSWERED, "I DON'T KNOW."

FREE TAFFY FOR JONES.

The department conducted by Mr. Chas. F. Jones in PRINTERS' INK, under the heading of "Store Management" will hereafter appear under the not very dissimilar caption of "Business Management," all because one of Mr. Jones' admirers took the trouble to write him one day as follows:

Mr. Charles F. Jones, New York, N. Y.:

DEAR SIR—In addition to the other business dealings which we have had together, it may be interesting to you to know that for some time past I have read and appreciated your department in PRINTERS' INK. For almost a year, however, after you began it, I did not read a line of it simply because its name led me to suppose that there was nothing in it which would interest me. I never think of my sales, which, as you know, are largely through the mails, both wholesale and retail, as being connected with a store. I think of it as a business and not as a store, and therefore I did not know by "Store Management" that you mean business management, and that afterwards put me to the trouble of looking back over a year's file to read up what you had said. If you would change the name of your department to "Business Management" instead of "Store Management" it would mean identically the same thing to the reader, who has a store, and do him just as much good because he always considers his store a business, while many a man who has a retail or wholesale business does not look at his establishment as a store, and therefore don't think that "Store Management" applies to his case.

Now, I don't want to flatter you, because I believe you are inclined to the "big head" anyway, but there are lots of good things in your department which business managers of businesses outside of the department store will

find lots of help in. I like your department because it is not spread over so many points and usually sticks pretty closely to the subject of how to profitably manage business affairs, but I believe you are losing a big class of readers, because unless a man has got a department house which is going to be the only place known as a store, he thinks you are talking to somebody else and not to him.

I am not going to charge you anything for this advice, though I am sure if you were giving me such a good pointer you would have a pretty stiff bill.

Etc., etc.

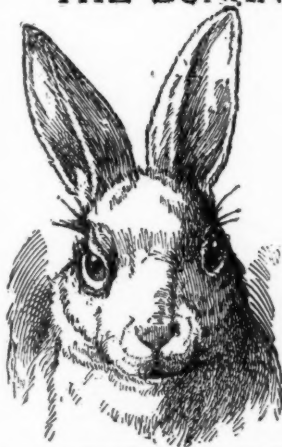
THE LOCAL CROESUS.

Go into any thriving, bustling town and watch the tides of trade as they ebb and flow, and you will discover that the man who is in the swim for the time being is there because he has made the people believe he has what they need. He advertises the wares on his shelves, the bargains he has to offer, the skill he has to exercise, or the grand chance his neighbors are all looking for. He knows well that the paper published in his town goes into its homes and will be read there; that through its columns he can talk to the inmates of those homes; and he gives it his story to repeat at every fireside. The result is, his store is crowded, his trade flourishes, he is forced to enlarge his premises to meet the growing wants, and fortune smiles above his threshold; he becomes at length the local Croesus. There is not a busy, active, prosperous, growing community on this continent to which this picture will not apply.—*Profitable Advertising.*

TELL THE PRICE.

Given a certain standard of quality there is nothing like low prices for attracting attention. Very few are free from the bargain mania, and bold figures best indicate that a bargain is offered. The price is the chief thing and there is usually little use in descriptions of goods unless the figures are given.

THE BONANZA RABBITRY.



The Best Appointed in America.

CAPACITY FOUR THOUSAND.

Belgian Hares Exclusively.

Foundation stock to establish herds and choice specimens for exhibition. Seven distinct strains of blood; stock mated not akin.

Send for our manual; by mail \$1.00. The only book published giving detailed instructions in every department of this new industry for America. Business is light easy, simple, suitable for old or young. Is cleaner than poultry and vastly more profitable. The flesh of the Belgian is the greatest delicacy known to all Europe. The city of Paris consumes one hundred and ninety thousand pounds weekly. The Belgian is not a toy, but a business rabbit. Circulars Free.

ELMER L. PLATT,

930 Grand View Avenue,
Los Angeles, Cal.

A RABBIT AD.

ADVERTISERS TO ACT.

PLANS UNDER WAY THAT MAY LEAD TO A
NATIONAL ASSOCIATION.

From the New York Commercial of February 9, 1899.

An effort is about to be made to form an advertisers' association, which shall have for its object the betterment of the advertising business and the removal of existing grievances.

About a year ago, a number of large advertisers met together in this city with the same object. The views, however, expressed at the meeting were too divergent and unreconcilable, and nothing was accomplished save the appointment of A. C. Morrison and Fred. L. Perine, advertising managers of Scott & Bowne, wholesale chemists, and Hall & Ruckel, wholesale chemists, respectively, to look into matters and see if something could not be done.

There the matter rested for a year to the dissatisfaction of all concerned, until, finally, Mr. Perine conceived the plan of forming an association on the plan outlined above. Mr. Perine communicated his idea to Mr. Morrison, who approved of it, and after a number of prominent firms had been consulted with, it was decided to hold a meeting to consider the matter. The meeting was held on January 21 last at No. 120 Broadway, when it was decided to issue a call to some fifty houses which advertise generally and extensively to attend a meeting and discuss the project of forming an American Advertisers' Association.

The firms whose names were subscribed to the invitation were the Cleveland Baking Powder Co., the J. C. Ayer Co., Hall & Ruckel, Enoch Morgan Sons' Co., T. G. Prescott & Co. and Scott & Bowne.

The object, as stated in the words of the circular letter, is to "bring together the men who are immediately responsible for the advertising policy of the various firms to consider those questions only which are of practical interest to that department of their business." Further on it said that the association as conceived by its originators was to be composed of one representative and his alternate of all reputable houses whose advertising amounted to \$50,000 per annum.

Among those to whom the call was addressed were: Colgate & Co., New York; Potter Drug and Chemical Co., New York; Ed. Pihaud, New York; Packer Manufacturing Co., New York; Procter & Gamble Co., Boston; J. B. Williams Co., Glastonbury, Ct.; Mellin's Food Co., Boston; J. W. Beardsley's Sons, New York; Franco-American Food Co., New York; Walter Baker Co., Dorchester, Mass.; Curtis Bros. Co., Rochester, N. Y.; Thos. Leming & Co., New York; Hance Bros. & White, Philadelphia; World's Dispensary Medical Association, Buffalo; C. J. Hood & Co., Lowell, Mass.; Emerson Drug Co., Baltimore; Pond's Extract Co., New York; Carter Medicine Co., New York; Humphrey's Homeopathic Medicine Co., New York; Richardson & De Long Bros., Philadelphia; Pope Manufacturing Co., Hartford, Ct.; Eastman Kodak Co., Rochester, N. Y.; Anglo-American Drug Co., New York; R. M. Booth Co., Ithaca, New York; Bovinine Co., New York; National Lead Co., New York; E. W. Hoyt & Co., Lowell, Mass.; Centaur Co., New York; Johnson & Co., New Brunswick; Natural Remedy Co., New York; Lydia Pinkham Medical Co., Lynn, Mass.; Porous Plaster Co., New York; Radway & Co., New York; Rumford Chemical Works, Providence, R. I.; Seabury & Johnson, New York; Smith, Klein & French, Philadelphia, and Wells & Richardson, Burlington, Vt.

When questioned by a *Commercial* reporter, Mr. Morrison said: "No date is as yet fixed

for the meeting, because we have not yet received answers from all of the houses to which we issued the call. I should think, however, that everything should be ready for the meeting within the month. It is too early to say exactly what questions we will discuss. The matter is in the air, and we will not know how to set about amending until we have come to an agreement as to what is to be amended. We have lots of grievances. At present there is no uniformity. Agencies and agents are still underbidding one another, and mediums, we think, do not always give us what we stipulate for. One thing for instance, we will probably discuss is some method by which we may be enabled to find out what are the real circulations of the various papers.

"As it is some newspapers absolutely refuse to answer questions on this point. The most they will say is something like 'We guarantee that our circulation is something over 100,000 and something under 300,000.' Others publish circulation figures which are up toward the million a day mark, but are quite unreliable. They reckon by the number of papers they print and omit to mention what proportion are returned to them.

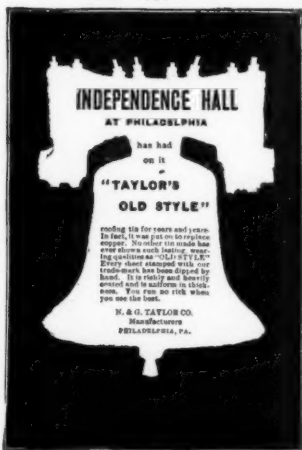
"This is only one of the many things which a combined effort should be able to remedy. There are plenty of others, but, as I said, it is too early to specify them as yet."

SECURING CUMULATIVE EFFECT.

Too many advertisers lose sight of the fact that all advertising must be based upon what has gone before. If advertising stops, the effect is lost, while if it continues month after month and year after year in the same mediums, its effect is cumulative; therefore, great caution should be observed in shifting from one advertising medium to another. If advertising has been begun on a certain line it should by all means be continued on that line unless it be definitely shown that the line is unprofitable.—*Advertising Experience.*

A CYNICAL VIEW.

Considering the vast amount of "rot" and stupidity that finds its way into advertising, the wonder is not that so many fail, but that so many stumble on success.—*Ads.*



NOTES.

THE *Evening Argus*, Montpelier, Vt., is now running an average issue of over 1,800 copies per day. That is pretty good.

A GEORGIA editor writes:

The gladdest words of tongue or pen Are these: "Insert my ad again."

—*The Bill Board.*

THE American Florist Company, 324 Dearborn street, Chicago, Ill., issues at \$2 a copy a directory of all the florists, nurserymen and seed merchants in the United States and Canada.

"MANILA AND THE PHILIPPINES," a handbook issued by the Philippines Company, 7 Broadway, New York, is a specimen of valuable advertising matter that will be retained by nine out of ten people who receive it.

RIEGER, the San Francisco perfumery man, supplies druggists with electros of advertisements of his wares and says this method induces many druggists who never otherwise would think of advertising the perfumery, to do so.

W. L. AGNEW, advertising agent of the Great Northern Railway (St. Paul, Minn.), has just issued "Greater America: A Brief Description of the New Pacific Colonies of the United States and How to Reach Them," which is an illustrated pamphlet of which he may well feel a little proud.

THE New Hampshire Register and Business Directory, sold at 25 cents a copy by the Walton Register Co., Burlington, Vt., gives the location of all the towns in the State named, each town's officers, churches, hotels, physicians, merchants, lawyers, postmasters, etc. The book may be of some use to people in search of names. The *Maine Register* is a similar publication issued at \$2 by Grenville M. Dunham, 185 Middle street, Portland, Me.

A PHILADELPHIA correspondent of PRINTERS' INK writes: Black has long been the prevailing color in street signs with a gold letter, though signs with the background in one shade and another of blue, in various shades of red and in brown are not uncommon. Recently many signs have been painted with the background of dark green, and occasionally there are seen signs with letters of gold upon a yellow background. A yellow sign lately introduced to some extent has raised gold letters in bold relief, while around their bases is drawn a narrow band of a darker-colored paint. The contrast is very marked.

MR. GEO. A. KELLOGG, formerly treasurer and manager of the G. H. Haulenbeek Advertising Agency, who lately joined the ranks of the "specials," has secured the agency for North America of the *News*, San Juan, Porto Rico. The *News* is an up-to-date newspaper, printed in English, issued tri-weekly at pres-

ent; will be issued daily as soon as facilities can be secured. There are 10,000 English-speaking people in Porto Rico, exclusive of our army and navy, and they are the ones who hold the money and furnish the brains and control the affairs of the island. There are 7,000 of our soldiers on the island, and the *News* is in all their reading-rooms and company headquarters. The *News* is "growing up with the country," having doubled its cash circulation last month.—(Communicated).

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

CANADA.

DAILY and weekly RECORD, Sherbrooke Que. Daily average for past 6 months, guaranteed, 2,632. Only daily within 100 miles.

IT takes at least 16 daily papers in the fourteen largest cities in Canada to bring an article prominently before the larger number of Canadians. Cost for 35 lines, every other day for one year, about \$1,500. We know Canadian papers, their constituencies and lowest prices, and can be of use to any who intend using space in Canada. THE E. DESBARATS ADVERTISING AGENCY, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

The Great Lakes Territory

is covered fully by

The

Detroit Suns

Drop us a postal

for rates.

Detroit Suns, Detroit, Mich.

If you can only advertise in a SMALL way, pick out the BEST MAGAZINE in the territory you want to cover and spend all your money in that; YOUR CHOICE for St. Louis, the South and Southwest will be the

CHAPERONE MAGAZINE

Chaperone Building,

ST. LOUIS, MO.

THE EVENING **Journal**

OF JERSEY CITY, N. J.

Was selected by a Committee of Advertising Experts appointed by the American Newspaper Directory as the newspaper in New Jersey entitled to highest rank for size, class and quality of circulation and consequent advertising value.

Average Daily Circulation in 1898 . . **14,890**

THE WESTERN WORLD

88 W. JACKSON BOULEVARD, CHICAGO, ILL.

THE WESTERN WORLD has now taken a place among the 100,000 circulation papers and brings fine returns. Try it. Address,

The Western World, 88 W. Jackson Boulevard, Chicago, Ill.
Or any Reliable Agent.

An additional 50,000 copies
Recently added to the circulation of

Modes and Fabrics

Advertisers should appreciate the importance to them of a publication which entirely controls the field from which it has a reading clientage in nearly half a million homes.

Write for illustrated booklets:

"Of Vital Interest to Advertisers."

and "MODES AND FABRICS for 1899."

Advertising rates \$1.25 per agate line.



MODES AND FABRICS PUBLISHING CO.,

J. L. OBERLY—A. P. GARDINER,
PROPRIETORS.

550 Pearl St., New York City.

A LIVE WIRE.

"Pooh!" said the man; "there's nothing to it; it's just a wire, that's all." He put his hand on it and dropped dead.

There are skeptical advertisers who do not know the tremendous vitality and money-making power there is in THE VICKERY & HILL LIST of popular family publications. Every copy goes in an independent wrapper to a live person. They are paid subscriptions. Every paper on the list would be self-supporting if it did not carry a dollar's worth of advertising. Those who have tried it know it is a live wire.

In PRINTERS' INK of March 1, 1893, an article appeared written by Dr. John H. Woodbury in which he stated that the Vickery & Hill List was among the publications giving him the best returns. Recently when the doctor was asked whether his opinion had changed since then, this was his reply in writing:

NEW YORK, July 11, 1898.

DEAR SIR:

"Replying to your esteemed favor, would say the fact that I have just made a contract for \$10,000 worth of space in the VICKERY & HILL publications is the best evidence that I have not changed the opinion expressed in the article which I wrote for PRINTERS' INK in 1893. I have always found the VICKERY & HILL Publications to be paying mediums and I am looking for more like them." Yours very truly,

JOHN H. WOODBURY, D. I.

The Vickery & Hill List

Hearth and Home, Fireside Visitor, Happy Hours, Good Stories.

One-and-a-half million copies per month guaranteed. Every copy in a separate wrapper to a separate address. \$6 per line. April forms close March 1st.

THE AMERICAN WOMAN

One-half million copies per month guaranteed, \$2 per line. April forms close February 27th. Combined circulation two million copies per month. Rate \$8 per line.

THE VICKERY & HILL PUBLISHING CO.,

520 Temple Court, - - - - - New York City.

JOSEPH W. KENNEDY, Manager of Advertising.

**For \$4.00 a Year
Once a Week
On Wednesdays**



The..... Musical Courier.



**Established
Jan., 1880..**

**19 Union Square,
New York.**



Advertisers should not fail to remember that this paper, now in its 20th year, reaches all the musical people of America — professional and amateur, rich and not rich. But they are all buyers.

A splendid medium for Sozodont,

“ Pears' Soap,

“ Toilet and Perfume Articles,

“ Publishers,

“ Hotels,

“ Fine Wearing Apparel.

John Wanamaker should try

**The
Musical
Courier.**

In re Cleveland



"Patrick O'Hara," said the judge, "do you plead guilty or not guilty?" and O'Hara replied, "Oi think Oi'll wait till Oi hear the ividence."

It's the evidence that counts—do men gather figs from thistles? nay, nay.

Here's the Evidence

According to official returns 180,000 people ride in Cleveland street cars every day.

All the newspapers in Cleveland combined can not speak to so great a number of people in one day. Street car advertising costs but a tithe of newspaper publicity. Be just with your advertising expenditures, consider the evidence.

We offer you the privilege of street car advertising in Cleveland. A postal will bring particulars.



The Mulford & Petry Company

PRINCIPAL OFFICE
99 WOODWARD AVENUE.
DETROIT, MICH.

STREET CAR ADVERTISING

EASTERN OFFICE.
220 BROADWAY, NEW YORK.
ST. PAUL BUILDING.

There are a million and a quarter of French speaking Canadians in the Province of Quebec.

Not a Colony, a Nation.

With its language, its field of literature, its newspapers.

All French, not half French, half English.

Montreal is the "hub" of this live population.

It is the New York of Canada.

Population over 300,000.

Montreal transacts more business than all the other cities of the Province of Quebec put together.

Its people are not old fogies, they are intelligent—and up to date—and modern.

Only one French newspaper in Montreal worth speaking of.

LA PRESSE.

It is the largest daily in Montreal.

The largest daily in the Province of Quebec.

The largest daily in Canada.

Without any exception (English or French).

It covers Montreal and Quebec City, and other large towns.

It covers the Province of Quebec, thoroughly, effectively.

One edition a day—Evening.

Circulation is sworn to.

The Books are open to advertisers.

Proofs of circulation are furnished.

Circulation Books audited annually by Government experts.

Write direct for rates—we have no representative.

Circulation 65,800.

LA PRESSE,

MONTREAL.

My Specimen Book

**It Must Necessarily Be the Most Extensive and
Expensive Work of Its Kind Ever Con-
templated by Any Printing Ink
Manufacturer.**

As is well known, I make every color, shade, tint, quality, every degree of Printing Inks that can be bought anywhere at any price. I promptly match every Ink shown in any specimen book that was ever issued or that any printer has compounded or blended for his own use. It is apparent, then, that my specimen book, when issued, will be of a size approaching the enormous and will be put forth at a cost that will be tremendous. To send my specimen book to my customers would involve a great expense for postage, express charges, or even freight. It is because printers fully understand this matter that they have learned to appreciate and admit that they have no particular use for a specimen book from me. They know that a specimen book issued to-day would be incomplete to-morrow, and that all they have to do now is to consult any specimen book they happen to have in the office and order my goods from it. They need never hesitate to tear out a page or scissor off a portion in any way they see fit, and forward it to me. I can always match any Ink ever produced by the art of man, and I return the sample sent me, if desired. It is of no use to me when I have filled the order, but may help the printer to observe how exactly I matched what he said he wanted.

If a printer requires a grade of high-priced black Ink that some people think ought to sell at ten dollars a pound, or a dollar an ounce, he need not think I can not furnish it because I give him a quarter-pound can of it for twenty-five cents. If he specifies that the Ink is for printing Japan proofs from new wood-cuts, I send him a quality that answers his purpose better than any he can buy elsewhere at any price. If, on the other hand, the printer wants an Ink so coarse that it is only fit for use to kill canker worms on apple trees, I can supply that also, but to get it the quality must be plainly specified. Send for my price list. Address

PRINTERS INK JONSON, 8 Spruce St., New York.

Suppose We Talk It Over.

Many a man feels that his advertising does not produce the results that it should. He feels that there is something wrong with it. He does not know whether to blame the medium he is using or the advertisement he puts in the medium. No matter how valuable the medium of advertising may be, it is utterly valueless to the advertiser if he does not have the right kind of an advertisement in it. Thousands of dollars are spent for space, but either through carelessness or through lack of proper appreciation of what is necessary to use, the advertiser does not fill the space with the right kind of matter. Our business is to supply what is lacking.

While we are lithographers in the ordinary sense of the word, we go a little beyond what is usually done in our line and supply advertisers with novel schemes and suggestions for the betterment of their advertising, giving them the proper reading matter and appropriate ideas; in fact, advising them fully as to the best way to make their advertising produce gratifying results.

We have been very successful in this work with a large line of customers and have many concerns upon our books who turn over the preparation of their entire advertising matter to us.

We Want You for a Customer.

We feel that we could do you a great deal of good and with profit both to you and to ourselves. One of the officers of the company will gladly call upon you at any time you may appoint, when these matters can be discussed without cost to you. You are certainly anxious to do all you can to make your advertising pay and we are willing, on our part, to put our time against yours in order to prove that we can give you *good ideas and right work.*



The Gibbs & Williams Co.

Lithographers and Printers,



68 New Chambers St., N. Y.

(Running through to Roosevelt.)

Telephone 4124 Cortlandt.

"Two heads are better than one."

THE HERALD

has more
paid
subscribers
in . . .

SALT LAKE CITY

than any other paper
published. It is the
home paper—the paper
that pays.

E. KATZ ADV. AGENCY,

REPRESENTATIVES,

Temple Court,

New York.

The Oakland Tribune

is known to advertisers as one of the best paying dailies in the far West. It has their confidence and their business. Over 8,700 families subscribe for it. Its rates are higher than other Oakland papers, but it brings much greater results. To the advertiser a paper is known by the results it brings.

Are you in the Tribune?

E. Katz Adv. Agency,

Representatives,

230 Temple Court,

New York City.

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

BLOOMINGTON, Ill.

Mr. Charles F. Jones, New York, N. Y.:

DEAR SIR—We do not know whether the inclosed circular will be appropriate for discussion in your PRINTERS' INK department or not, but if it is we would like your ideas on how it can be improved. We use approximately 1,500 a day, wrapping one about each box of our cure. We have used them without change for perhaps five years and want to make them more effective. After the present edition we will use both sides of the circular in advertising our cure, doing away with the check-holder advertising on one side. Yours very truly,

GALL CURE CO.

The circular, as I understand from this letter, is wrapped with each box of the gall cure. This being the case, it becomes more a form for giving directions how to use the cure than anything else. The person who secures the circular is already supposed to have purchased the cure, and therefore it is not an advertisement in the sense of selling the goods. One box having already been purchased, it depends largely upon the merits of the article as to whether the second or subsequent sales will be made to the same person who has purchased the first box. The principal thing that this circular ought to do is to give the directions for use explicitly and clearly. I would suggest that the circular be made smaller than it is, since you are going to use both sides of it for your gall cure instead of having one side for another advertisement, as heretofore. If the directions already given are sufficiently clear to prevent any misunderstanding, and from reading them over I think they are, then the only improvement in them you could make would be to print them in larger type so that they would stand out more boldly and thus be more apt to get the attention that they deserve. If the circular is also used for general distribution as well as to go with boxes of your cure, then it might remain as large as it is and the ad-

ditional space might be devoted to giving more testimonials, as these do more than anything else to inspire confidence in the minds of the public who wish to make purchases. If you have matter on both sides of the sheet, be particular to make the statement at the top and bottom, "See additional matter on other side." This is to prevent persons reading one side and failing to turn the page over to see the matter on the other side.

BALTIMORE, Md.

Mr. Chas. F. Jones, New York, N. Y.:

DEAR SIR—We are steady readers of your department in PRINTERS' INK.

We would like to have you tell us how we can advertise our business in a small way in a local territory. We send by this mail samples of what we have been doing in advertising. We have found that this matter did not bring us a fair return. We are now selling about ten thousand tons of coal yearly and could do as much more with no increase in our expenses but the handling. We do not want any trade outside of a circle two miles from our yard; a longer haul cuts off all profits. We handle all kinds of coal, but nothing except the best of each kind.

We offer no inducements in low prices, but our prices are no higher than other dealers'. Our customers are of all classes, from those who buy one hundred tons at a time to those who buy one-half ton. The one and two-ton orders are in the majority. Our teams are kept in good condition and look well. Our men are, to the best of our knowledge, polite to our customers. If we find at any time that they are discourteous or disobliging we discharge them. We usually keep a customer after we once secure him, but still there are a number of names on our books of persons who have not bought any coal this season. We do not think we would care to spend more than fifty dollars a month in advertising. We can not use newspapers because they would cost too much, considering the small local territory we wish to cover. Anything you may say will be appreciated. Very respectfully, JOHNSON & CO.

With the letter was inclosed a small booklet. This booklet is very pretty. There is a certain smartness about it that might earn it the title of being clever. The illustrations are very good. I should say that the trouble with this booklet is that there is too much attempt at literary work and its talk is too general; so much so that it leaves no impression concerning your business, or that you carry the best coal.

Your business is mentioned several times in the booklet, but in such a

way as if it were simply to illustrate the story instead of the story being told to illustrate your business. I believe that you can not get down too quickly to telling about what you sell, though, of course, it should be told in an interesting way. None of the details regarding your business must, however, be sacrificed for the sake of using a little more entertaining style of writing.

In regard to spending fifty dollars a month and reaching the local field, I agree with you that it will not be possible to use newspapers to advantage. Perhaps the best plan for you would be to secure the names of say one thousand of the biggest coal users within easy reach of your yard, and send them a circular or postal card quite frequently until they began to buy from you; or you might take the names on your books who have not purchased coal this year, and send your circulars or postal cards to them also. The postal cards ought to be carefully written and illustrated, and they ought to be mailed with regularity. I should think one a week would not be too frequent. When the person to whom a card is sent begins to buy from you, I believe that the quality of your coal and the service that you give is all the advertising that you need. If a customer gets satisfaction with the first order, he is very likely to order again. His name can then be taken off your list and some new name substituted.

I mention sending postal cards to only one thousand names, because that is about as many as you can use each week at an expenditure of about fifty dollars a month. If you have a larger advertising appropriation, of course you can cover more ground. Anyway, sending these one thousand cards every week for a number of weeks will soon demonstrate to you the effectiveness of the plan, and you can then tell whether it would pay you to go to more expense in the same line. As your advertising appropriation is so small, I would advise sticking to the one line of advertising. Do not attempt to put a little money in this or that programme, or any other kind of advertising. It is much better to make a lasting impression upon one thousand people than it is to scatter your money and simply catch the eyes of three or four thousand. By sending these postal cards regularly

each week, it will eventually make a lasting impression upon the man who gets them. The first card he may throw into the waste-basket. Perhaps he may do the same thing with the second and third card. The fourth time he might just give a glance at the illustration and the business. Eventually he gets into the habit of looking for the cards. From that to being a customer of yours is not a very great step. I believe that hammering away at one certain thing is more likely to bring results than hitting here and there in all sorts of directions.

ST. LOUIS, Mo.

Mr. Charles F. Jones, New York, N. Y.:

DEAR SIR—We read with interest your weekly contribution to *PRINTERS' INK*, and have concluded to write you. We have a hard line to advertise, wall paper. Our business is retail. In seven cases out of ten we are obliged to hang the wall papers, and our experience has been that we must make our profit on the sale of materials, as on the labor there is little or no profit, besides making a good deal of work for us to look after. We have ample stock at all times and buy at the right prices, but have not sufficient stock or capital for a mail order business. What do you think about this line of work? We want to devise a way and means to make our principal business at home. We have a good storeroom nicely located. We are near a large department store which also handles wall paper and frequently makes very low prices. We inclose some advertisements. We usually do a large business in the spring. During the fall and winter one of our firm travels, hunting up several contracts. We usually spend from one hundred to two hundred dollars advertising in the daily papers each season, but the advertisements do not seem to draw right. To appeal to our people for their trade on the score of something better at a greater price does not seem to win, still to catch them by lower prices is almost impossible, for every dealer has low prices. We are giving you this general outline, hoping you will be able to say something that will help us. Yours truly,

D— Co.

I realize that the wall paper business is one which must be done on a small margin of profit; but I do not see why, considering a good location and the firm being well established, that good results could not be obtained by pushing out in the right direction and the right way. It appears to me contrary to what you say; there ought to be some little profit anyway in the hanging. You can certainly employ men at a moderate price, and you certainly ought to get for the work more than you have to pay the men. On contracts where an estimate is given, where several wall paper dealers bid one against the other, I do not think there is much chance to make anything. If you are willing to take the business for reputation's sake alone,

and to simply keep your people busy and turn over your wall paper stock, then estimate making may be all right, but as a rule there is very little profit in it. Perhaps this is one of the reasons why the wall paper business does not pay in your city. If it is, it strikes me that the wall paper dealers ought to get together and all agree not to give estimates. I know that in some cities it has been carried out along this line to the profit of the whole trade. You speak of not having sufficient capital to go into the mail order wall paper business. I presume you prefer to sell direct to the consumer of wall paper more particularly than to the paper hangers and agents. The mail order business is an attractive proposition, and I know of a good many wall paper dealers who are making a success along this line. The principal cost is in advertising and in making up the sample books. You can not get up a sample book for less than one dollar. If you can get hold of a number of agents who are willing to invest one dollar so as to pay you for the sample book, then you can easily afford to put out these books and refund to them the dollar on their first order of any considerable size. Perhaps you have been thinking of giving these books away free? If so, of course it would take an unlimited capital to carry on the plan right.

Now about the local trade.

Do you make the right kind of a display in your show windows? A great many wall paper dealers do not. They think their business is of such a peculiar nature that they can not use a show window as well as a merchant in some other line. Now, this is all a mistake. If you have a good location your show windows become a valuable means for advertising. I would occasionally make a price display in my window. I would take a line of papers that sold for a few cents, and once in awhile even be willing for a few days to lose money on the particular papers that were displayed in the windows. No doubt a great many people who pass your store every day will see your neat display, and although they may not buy at once, a little later on when they want paper will certainly think of you.

One of the things I would advise doing would be to get the name of every real estate agent in your city and locality, also every agent who has

control of any property. Having secured this list, I would begin an advertising campaign to them direct, by circulars, booklets, postal cards or some other means. I presume you allow agents a commission on any orders they may secure for you. This commission basis would probably be one of the best arguments you could use with the agent.

I also think that as your store is well located for general trade, you could use the daily paper to advantage. In fact, I believe the daily paper would be the best advertising medium for you to use. I do not think I would go in on Sunday, because there are so many large advertisers on Sunday that any small advertisement which you could afford would be lost. I would select one real good paper and would spend all my money in it. I would rather be in one good paper quite frequently than to be in a number of papers less often. I would begin my advertising just about the season when the wall paper business opened and I would keep it up every day for at least a month. I believe a moderate size advertisement day after day would be much better than one or two larger ones. By running your advertisement every day you are likely to get a less price and a better position if you talk right to your local newspapers.

It strikes me that a retail wall paper man can usually afford to be a very sociable fellow. It is a pity that a man has to use his acquaintances to make business, but I know a great many wall paper men who make nearly all their profit through friends at the clubs and societies to which they belong. I know one wall paper man who is supposed to belong to thirty clubs and attends the meetings of them all.

One plan that I would suggest to you in order to get a little free advertising, is to have a number of cards nicely made stating your name and business. Have your hangers take these cards with them whenever you are papering an unoccupied house, and during the time you are working on the walls let the cards hang in the windows. As people pass they will see these cards, and thus you will get credit for doing the work, whereas otherwise no one would ever know who was hanging the paper. Painters and builders always do this, and why should not wall paper men?

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

A savings bank is one of the best institutions in the world for good advertising to be written about, and savings banks are lately beginning to do considerable good advertising and it ought to be encouraged.

Paste in a Savings Bank Ad.

Form the Good Habit of Saving

Open an account with the * * * Savings Bank, Baltimore and Holliday Streets. Money received on deposit in sums of \$1.00 and upward and interest allowed thereon. "Many years of saving made the poor man rich."

A Good Real Estate Ad.

A Few of the Charms
of

Glenside Farms.

1. High ground.
On the south slope of the beautiful range of hills beyond Jenkintown.
2. Low cost.
Prices of ground are lower than at any suburb that compares with this in character and improvements.
3. You don't get into mud.
Broad, beautiful avenues of crushed stone, curbed and sewered, with cement sidewalks.
4. Mud doesn't get into you.
The water supply is drawn from deep artesian wells, and pure as crystal.
5. Fine train service.
Glenside is the terminus of the Reading's local trains and many express trains also stop here. Commutation fares, 10 cents.
6. City conveniences.
Gas and water pipes are already laid in the streets. Electric lights and modern sewers.

Lots for sale or houses built on easy terms. Send for plan of lots and prices. 'Phone 1-27-29.

For a Jeweler.

WE REPAIR WATCHES
in the best manner, and that gives us a knowledge of their qualities that makes this the right place to buy.

A Whisky Ad Which a Druggist Might Use.

You Won't Need a Doctor

If you avoid the dangers of winter by the proper use of a good whisky. The medical value of Y. P. M. Whisky is its uniformity and absolute purity. If you use it as a tonic and household purposes the family will be in condition to escape La Grippe, with its minor and greater perils.

A Tailor's Ad.

It Pays

a tailor not to make money certain months of the year. We, at least, go on that principle. During this weather you may order an overcoat, suit or one or two pairs of trousers and pay very little above cost.

A Specialty.

Satisfactory Heating Apparatus

IS OUR SPECIALTY.

If yours is not satisfactory we can make it so. Prompt attention to all inquiries.

An "Early-Bird" Ad.

An Old Seal Garment

Has a value not possessed by any other old garment. It will justify making over. This business with us is a science, and we can transform a discarded seal sacque into a beautiful garment, both fashionable and comfortable, for a small part of the cost of a new garment.

For a Shoe Store.

If You're Quick YOU'LL GET A BARGAIN.

Twice a year we mark down every shoe in the house and close out the stock. We don't keep shoes—we sell them. Winter shoes go now.

*A Laundry Thought.***No Trouble for Us**

to sew a button on for a bachelor, or mend a neck-band or wrist-band. No charge for the extra service. No trouble to do anything to oblige a customer. No saw edges on linen we launder.

*For a Newspaper.***You Can Win Trade**

By advertising your goods in this space, measuring five inches, double column, costing only \$1.20 a week. Fully 5,000 persons will read it every week, making reasonable returns reasonably certain.

Copy may be changed without extra charge every two weeks, and a good discount is given for cash. Send a trial order to-day.

*For a Jeweler.***"Youth for Battle, Age for Counsel,"**

Says the proverb; and an old house is the place to buy a watch.

This house has dealt in chronometers, fine clocks and watches for eighty years; and its guarantee is worth something.

Men's Night AND Shirts Cheap WHY.

To-day is a time of economy for buyers of men's night shirts. All night shirts that were soiled, mused or crumpled in holiday handling and in making our recent window display are marked at prices that offer exceptional inducements to quick buyers. There are some few less than 200 garments in this gathering. All of them are of fine, strong muslin—made with double-stitched seams—nicely sewn throughout—and finished with white and colored embroideries on front, pocket, collar and sleeves. But simply because they were slightly mused in window trimming and during the rush of December sales we offer them at the following reduced prices to make quick and complete clearance:

WE'VE sifted the price of Small Chestnut Coal down to..... **\$4.50**

See the saving?

Can't you use some of this small chestnut at this small price?

*Early Business.***Your Sacque.**

No matter how much out of style a discarded seal sacque may be, we can transform it into a beautiful garment, both fashionable and comfortable, for a small fraction of the cost of a new one. We are able to do this much cheaper just now than we can later, when crowded. You will profit by leaving your orders for alterations immediately.

Spring Printing

I would like to furnish you with the class of printed matter best calculated to increase your business, and to make known your spring specialties and importations.

I DO GOOD WORK.

You should have nothing else; the proper advertising of your business demands it—not necessarily high priced—and I will call on request and submit samples and quote you

REASONABLE PRICES.

That I please my present customers is the best recommendation I can give. I do not believe there is a printer in — who will try harder to please you.

*For a Plumber.***Make Home Warm**

with perfect steam or hot water apparatus. Save in coal, gain in comfort, keep health. Repairing done thoroughly at low cost. Phone or write for our estimate.

A. PIPE & Co.

A Seal Sacque Conundrum

What's the difference between a sealskin sacque before Christmas and the same one after Christmas? About \$60 to \$75. Furs are really needed after Christmas more than they are before. It is winter, and sometimes bitter winter, way to the end of March. If winter made the prices you would have to pay more for furs now than you did before the turn of the year. But most people buy before Christmas. It is the ante-Christmas rush that makes the prices. The seal sacques, jackets and capes we have in stock now are precisely the same in quality and cut, in every way as desirable, but the prices are about a third less. Look at these figures:

For a Piano Store.

Have You a Piano in Your Home?

Home is only half a home without a piano. Do you say times are hard? Perhaps we can make times easier by the price of the piano, and the way we sell it, and then by the perfect pleasure of it. Come and see us, please.

For a Piano Store.

"Can We Afford a Piano?"

Better say: "Can we afford to go without the happiness it brings into the home?" For what purpose do we work and and save, if not for happiness? Let's have it. Come and see us about it.

Baskets for Every Need

Almost countless fancy designs and each basket is well and substantially made.

Tiny ornamental baskets—
Candy baskets, too—3c., 5c., 10c.
Lunch baskets—
With cover and catch fastener—10c., 25c., 50c.
Ladies' needlework baskets—
Various sizes and shapes—15c., 22c., 28c., 60c. and 85c. apiece.
Scrap baskets—
Square, round, octagonal and other shapes—25c. to \$1.65.
Ladies' standard work baskets—
Open and covered—90c. to \$1.

Be On Time

with your spring hat and avoid that left-over feeling. Start early enough to get the advantage of a store which sells only hats, caps and gloves. That is where you save money by coming to us. You have the widest choice of styles and qualities, too. Dealing in a special line, we can offer special inducements.

Wall Paper at Half Price

For bedrooms, colored like fine chintz, in blues, reds and greens, with a ground work in dull, lustreless finish, all we have left of last year's patterns. The 15c., 20c. and 25c. qualities at 7½c., 10c. and 12½c.

With a Picture.

Tables

Take up a great deal of room here, and they're entitled to it. Probably a hundred kinds here—can't tell you about them all, but you can see them if you care to. Just this mere mention:

Oak Table, 80 cents.
Oak, 24 inch top, \$1 18.
Mahogany finish, \$1 50.

The kind shown here is of birch, mahogany finish, made on graceful lines, as you'll admit. A dainty copy of a more expensive sort, and we have it in two small prices:

\$3.50—\$4.50.

For a Jeweler.

Five Dollars

will buy a mighty good lady's solid silver watch here. It's a dainty chate-laine, case either plain and polished, or with a design. Good, reliable movement, fully guaranteed. Most low-priced watches tell their cheapness to everybody. You'd never take this chate-laine for a cheap watch.

Marble Cake

is a combination of delicious chocolate and White Mountain cake. Of attractive appearance and palatable eating quality. Fine flavor and thoroughly enjoyable. 18c. lb. this week.

A Model Market

is always cool, clean and neat; has only the best of meats, and orders taken there are accurately filled and promptly delivered.

Your Child

can purchase meat at our store, get as good value, and receive the same courteous attention as you would yourself.

Small,
Clean
Chestnut
COAL,
\$4.50
a Ton.

We have backed up every statement we ever made about our coal and many skeptical people who bought a trial ton have sent in their order for the whole winter's supply.

Isn't this proof conclusive that our coal is well screened and free from slate and dirt? People do not buy slate and dirt the second time.

Handy to order. Telephone 37.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

Blum Brothers, in *Crerand's Cloak Journal*, perpetrate the following philological curiosity. No one has yet been found who could guess what Blum Brothers have to sell. My impression is that it is dictionaries.

"Business Metaphysics."

We have given a luminous exposition in the past year of what can be accomplished by courage and personal force in merchandising.

We gave a full demonstration of plenary power as manufacturers.

We parted company with ancient customs and usages of our forefathers and selected firmer ground for expansion which has been forced on us by the issue of betterment and demand.

Most of you no doubt have had striking examples of salesmen's gibberish. Utterers of dull jokes are now playing their cunning upon the triangular road where their tutelage and citations are unknown and where bulky sentiments expressed in obtuse words of the English language leave memories of "labored effort," and their deception becomes as distinguished as the "green goods man."

We invite "open door" methods, blunt discussion of business events without omission of facts.

Let personal motives and greed be eliminated from all commercial considerations.

Let a little etiology be injected into every salesman and abundance of business metaphysics put into practice by every merchant. When this is done, those lower in life's scale will suffer less humiliation, and those in exalted spheres living in mental throes will unload a magnitude of stored-up anguish and pain.

Cordially,

Blum Brothers,

1007, 1009, 1011 Market street, Philadelphia, Pa.; 828 Broadway, New York; 37 Temple Place, Boston, Mass.

As the comedian said:

"You talk, but you don't say nothing."

Like the cuttlefish, the man who wrote this ad has got lost in his own inks.

He may have known what he was trying to say, but I doubt it.

Anyway, nobody else does.

Whatever the message concealed in the bosom of this verbal debauch, that

message is a secret between Blum Brothers and their conscience.

As a tautological chiaro-oscuro it is a success. As a verbal melange it is without a peer.

As an ad it is a failure.

It is too clumsy to be funny and too silly to be serious.

Blum Brothers must have money for heating purposes, if they can afford to buy whole pages to demonstrate how little they know about the English language.

A man once explained it was easy enough to write poetry. All he had to do was to go through a dictionary, pick out the words and put them together.

That is the way Blum Brothers write their ads.

You don't hear of anybody cutting the price on Royal Baking Powder, and it is probably because there isn't any margin in it. The Royal people keep it all themselves.

To be sure, the grocer does the best he can to sell something else that is "just as good for a good deal less money," and that is the only vulnerable point that he can attack.

If Royal Baking Powder was sold to the retailer at twenty-five cents a pound, with the list price at fifty cents, there would pretty soon be cutting a-plenty.

The moral seems to be: If there is a big profit in your goods, keep it yourselves and spend part of it in advertising.

CHICAGO, Ill., Feb. 6, 1899.

Mr. Charles Austin Bates, Esq.:

DEAR SIR—As a reader and great admirer of PRINTERS' INK I have dared to submit the inclosed specimens of my style of advertising to you for criticism.

My general idea is this—as a young man I must let the public know my name—where to find me—and what I can do.

As you will see I am trying to carry out this idea. In regard to the style of business card I have adopted: I have noticed that so many people take a business card and make all kinds

of memorandums on the back. Now that doesn't do the advertiser any good, so I filled the back of my cards and left them a space on the front where they can see my name.

If I am making a mistake in the style please criticize as hard as you like.

I may add that my rent signs are in the same style, red and blue, size 21X25. Very truly yours,
EDWARD Y. HORDER.

Here's a man who has the right idea.

As our friend, Sherlock Holmes, would say, "he not only sees but observes."

His business card idea is a new one and I believe a good one. At any rate, it has the merit of novelty and when he pokes it at somebody it is pretty sure to make conversation.

In this way he will succeed in impressing himself and his business on people who would otherwise idly twist his card to pieces while they were wondering how they could get rid of him.

The face of the card is divided into two equal parts. Half of it is blank. I doubt if anybody will use the blank space, but that doesn't make any difference. The following matter is printed on the back of the card, and seems to tell quite concisely the things that Mr. Horder thinks he can do:

I CAN

Buy, sell or rent a house for you.
Invest your surplus money or lend you money on real estate security.

Collect rents, pay taxes, and look after property generally.

Trade property you don't want for something you do.

Insure your house or furniture against fire.

Insure your life and thus protect your family.

Write accident, burglary and plate glass insurance.

Take affidavits; write or witness wills, pension papers, contractors' statements, bills of sale or transfers of any kind.

Farms for sale or trade.

EDWARD Y. HORDER,

1992 Madison street, Chicago.

Office open from 7.30 a. m. to 7 p. m. Closed Sundays.

The Antikamnia Chemical Co. of St. Louis is sending out to dentists, and probably to physicians, a lavender covered booklet printed in purple.

At the top of the front cover are the words, "History Action Indications."

The picture on the cover is a nude figure whose long hair seems to indicate its femininity. The hair stands right straight off the head for about two feet and then curves gracefully downward.

The woman is standing on the small of her back with both her head and her legs in the air and with her chin against her knees. Her left hand holds

her left foot in the air and her right hand elevates an Antikamnia tablet.

If the picture I have described indicates the history, action and indications of Antikamnia tablets, I pass.

On the back cover is a picture of two women who are either having fits or being struck by lightning.

The words on the back cover are, "Always Crush the Antikamnia Chemical Co., St. Louis, U. S. A."

Certainly the perpetrator of these pictures ought to be crushed, but it seems almost too much to expect that he would urge it.

Stromberg's is the popular candy store in Galesburg, Illinois, where "ladies" buy candy with which to poison their friends. At least, I so infer from this ad, which appeared in the *Republican-Register* of that city:

MRS. BOTKIN BUYING

CANDIES TO POISON

shows an insight into a ladies' fondness for sweets. She knew that the candies would prove more tempting to the female palate than any other means for her purpose. Our candies are tempting enough to eat under any circumstances. They are made from the purest and highest grade materials, and are concocted by artists in their trade. Our Gretti's in up-to-date morsels will be a revelation.

STROMBERG'S, 215 E. Main st., 'Phone 274.

Galesburg numbers among its business men some of the strongest amateur advertisers that you can find in Sabbath day's journey. Not long ago an enterprising coal dealer there announced that his coal was better for cremating wives, a la Luetgert, than any other variety.

Now comes Stromberg with candy which may be bought by "ladies" to poison other "ladies" who have mortally offended them.

It is convenient to know where one may find these little things.

"Ladies" are often embarrassed when about to make away with their dearest "lady friends," to know where to go for just that particular brand of candy which will cause them to die a lingering death amidst the greatest torment.

"Our Gretti's in up-to-day morsels" will do the business.

Sort of up to-day, down tomorrow, effect.

Stromberg should take a leaf from the "Rough-on-Rats" man, and adver-

tise that victims of his candy "don't die in the house."

..*

In nearly every theater programme in New York City there appears an ad of Fleishman the Florist. Fleishman is supposedly a florist who caters entirely to the class who pay ten dollars a dozen for their American Beauty roses and other things in proportion. Granting that a theater programme is a medium which can do Mr. Fleishman a particle of good, this ad represents his business about as fairly as Chuck Connors represents New York society. A delivery wagon is shown careering madly down the street, strewing boxes of spring violets, smilax, chrysanthemums and la France roses from the Plaza to Madison Square. The delivery wagon looks like an ambulance and is driving like a fire patrol. A wildly excited messenger boy is delivering a bouquet to a footman with one leg, and a bridal party are cantering up the church aisle on a dead run. If Mr. Fleishman really does furnish flowers for weddings in this neck-or-nothing manner, he should keep the fact out of his advertising.

..*

WARE, Mass., January 30, 1899.
Charles Austin Bates, care of PRINTERS' INK, New York:

DEAR SIR—Having read with much interest, and I hope profit, your articles in the INK, I inclose two or three of my recent ads, which I hope you will find time to look over, and if necessary "knife."

Don't be afraid to "rub it in." I won't come to New York to make a "holler" like the Western fellow wanted to—even if the fare is only \$3.27.

I might add that I use from six to eight inches each issue (weekly) and have top of outside column, front page.

Am I using my space advantageously, or am I "sticking" the concern each week?

Thanking you in advance (that's what they all say) I remain, very truly yours,

D. WOOLLEY,

With F. N. Hosmer.

Mr. Woolley would make better ads if he didn't work so hard.

It is plain that these advertisements are written by a man who is worrying about what they are going to sound like. One gets the impression that he thinks more about the sound of the ad than about its sense.

For all this, the sense is good and the ads are good. They would be better if they were just plain ads—simple announcements of business facts—store news.

For instance, one ad begins:

"A Savings Bank Account won't

prevent your having a cold, but one of our ulsters or overcoats will."

That isn't at all bad, but the space could be used to better advantage in stating simply and fully the facts about the overcoats.

The ad further says:

"Men's Overcoats, \$5 to \$15, formerly \$7 to \$20."

That's all the information there is about the coats—no statement as to why they are reduced or what they are made of—nothing but the price to indicate that they may be specially desirable.

A thought that is distinctly good as far as it goes is this:

"There are two times to buy an overcoat; the time when you want to, and the time when we want you to. The latter time has come, and with it an opportunity to overcoat yourself and family, for another year, at no-profit prices."

Expressions like "no-profit prices" are an abomination. They are used by some adwriters in an absolutely hopeless attempt to imitate the work of Manley M. Gillam. Gillam can coin words and impressive, unusual phrases because he does it naturally—he thinks that way. The imitator doesn't think that way, and so his expressions are usually awkward.

The style is effective when it is natural, but it is not a style that can be cultivated.

It is points like this that mar Mr. Woolley's ads, and the hard part of it is that it is probably just these points that he thinks are the best and that his friends compliment him for.

He has the ability to write ads; that shows clearly in his work; but the first thing he must do is to learn that the sense of an ad—the fact in it—is the important thing. Let it sound any way it happens to, but get the facts in.

If you have got a good story to tell, and you tell it truthfully and straight from the shoulder, you will find that it is pretty sure to be interesting.

People read advertisements for the business facts they contain. If they want to read something that will demonstrate just how deftly the English language can be handled they will turn to Rudyard Kipling or William Dean Howells. Probably neither of these could write good advertising, but when it comes to word jugglery no advertisement written can compete with them.

Along the New York Central.

ALBANY, the capital of the Empire State, is universally known and its electric street railway system is unexcelled. Advertising therein has such intrinsic value as to really need no solicitor—"it speaks for itself" and in no uncertain tone. Yearly traffic 10,000,000.

AMSTERDAM is a thriving manufacturing place with an A No. 1 electric car system, yearly traffic 575,000.

UTICA, one of New York State's most attractive and busy cities, with a population of 50,000, has a system of street railways that cover that city and the adjoining towns of Whitesboro, New York Mills and New Hartford.

SYRACUSE, the "Central City," has had all of its various systems of electric railways consolidated and with new equipment and modern methods it is in the front rank on local transportation. Syracuse has a population of 116,000 and the annual traffic on its street railways is about 10,000,000.

Advertising in all of these systems controlled by

Geo. Kissam & Co.

124 Kirk Building,
SYRACUSE.

253 Broadway,
NEW YORK.

A. WARD:

his opinion.

The American Newspaper Directory.

Mr. Artemas Ward, publisher of *Fame*, manages the advertising of Sapolio and has control of appropriations for advertising purposes amounting to many hundred thousand dollars annually. He is widely known as one of the best, some say the best advertising man in America. Mr. Ward is President of the celebrated Sphinx Club, an association of New York advertising experts. His opinion carries considerable weight.

In a recent issue of *Fame* Mr. Ward speaks editorially of THE AMERICAN NEWSPAPER DIRECTORY in the following words:

The advertiser who covers the whole country can not afford to be without THE AMERICAN NEWSPAPER DIRECTORY. It furnishes a bird's-eye view of the whole periodical field that is of immense value to such an advertiser. Thirty years' experience with this work has convinced the advertising public that it is the best Newspaper Directory in existence. — *Fame*, January, 1899.

A new edition of THE AMERICAN NEWSPAPER DIRECTORY, the March issue for 1899, the first volume for the 31st year, will appear and be ready for subscribers next Wednesday, March 1st. **Price, FIVE DOLLARS.**

Address

GEO. P. ROWELL & CO.,

Publishers,

THE AMERICAN NEWSPAPER DIRECTORY,

No. 10 Spruce St., N. Y.